

MAD

No. 83

Dec. '63



OUR PRICE

25c

CHEAP

IN ORDER TO SELL PRODUCTS THESE DAYS,
MADISON AVENUE, HOLLYWOOD, TELEVISION,
OTHER PUBLISHERS...EVERYBODY EXPLOITS

SEX

BUT WE'D NEVER STOOP THAT LOW!



PHOTOGRAPH BY LESTER "TIME-EXPOSURE" KRAUSS

367 angry workers yell, "Next year—watch out!"

That's right! Next year, old man Buluva better not try giving each of us another watch for a Christmas bonus! Nosirree! That's out! O-U-T!

Besides, how many watches can one person use? We been getting these crummy watches as bonuses every Christmas for the last seventeen years!

And what's the big deal, anyway? We can always pick one up for eight or ten bucks, using our 40% employee's discount, if we wanted to pay for one—which would be pretty ridiculous, considering how

easy it is to swipe one off the conveyer belt and slip it into a pocket for free!!

So listen good, all you crumbs up in them executive offices: Next year, the "Christmas Bonus Watch" is out! O-U-T! We want cold cash—or we go out! O-U-T! On strike, that is! Just try it and see!

**We're sick of
bonus watches from BULUVA**

"Never again!"—says
our Union President



MAD

"If we're going to insure better education for our children, we better start pulling some wires — mainly the ones on the TV, Radio and Hi-Fi"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY DE FUCCIO, NICK MEGLIN *associate editors*

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GLORIA ORLANDO, CELIA MORELLI, NELSON TIRADO *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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STUPIDITY ON TELEVISION 4



If this "stupidity" trend on television continues, we'll all end up swimming in a sea of idiocy — just like little lost Minnows!

THE ARMY ON MARS 8



No matter where GI's are stationed, they'll always have the same old gripes, even if their Army Bases are "out of this world"!

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MAD takes a look at "Art Films" and finds that the only "art" practiced is the art of convincing the public that they're great!

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Here is a suggestion for softening Official Gov't. Notices: At least let 'em "rhyme"—because you sure can't "reason" with them!

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It's a funny thing about an article like this one on "Chinese Restaurants": An hour after you read it, you want to read it again!

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Dave Berg's study of the typical car owner touches almost everyone! In fact, it should turn out to be your own "auto-biography"!

THE LABOR UNION MANUAL 37



This confidential manual shows what Capital is up against when it comes to Organized Labor today — mainly "Time-and-a-Hoffa"!

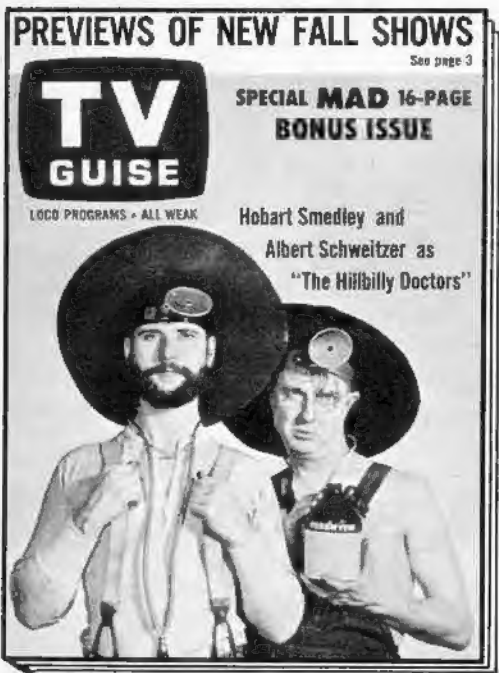
"HOOD"!—THE SICK WESTERN 45



Our version of the movie about the rotten no-good bum who winds up a-Hud of the game by changing into a rottener no-good bum!

YOU'LL DIAL LAUGHING

WHEN YOU SEE THE LOCO PROGRAM LISTINGS, THE PREVIEWS OF NEW FALL SHOWS, THE TV TELETRIP, THE RIDICULOUS ARTICLES, THE ABSURD PUBLICITY PHOTOS AND THE EQUALLY ABSURD ADS—IN THIS "MAD" VERSION OF—

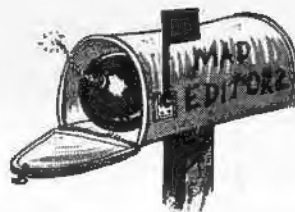


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16-PAGE FULL-COLOR BONUS
FREE
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MAD ANNUAL**



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LETTERS DEPT.



SATIRICAL MASTERPIECE

After nearly five years of being a devoted MAD fan, I am convinced that MAD is a satirical masterpiece.

Gary Rucker
San Jose, Calif.

What took you so long?—Ed.

CURRENT PROBLEM

It was a long, hard struggle, but I finally did it. I followed your plans to the letter, and now I have a full-sized Stratojet in my back yard. (You didn't think I'd be stupid enough to build it in my basement, did you?) Now, would you please tell me where I can get a 10,000 foot long extension cord so I can plug in those vacuum cleaners and take off.

Adele White
Haverhill, Mass.

WHAT'S SO FUNNY?

Ever since I began reading MAD (I'm still wondering why!), I've noticed that Alfred E. Neuman is always smiling. After all, since he appears on the covers of such a lousy (putting it mildly) magazine, I don't see what he's so happy about.

David Smith
Piedmont, Calif.

Please enter our subscription to MAD Magazine for one year, and bill us for same. To fail to do this is to invite a nocturnal visit from us! (see enclosed

ROARING SIXTIES

photo).



Please bring money on that "nocturnal visit" 'cause we don't bill!—Ed.

REVOLTING REACTION

The last issue of MAD left me with a lump in my throat—mainly because I threw up after reading it.

R. K. Lowry, Jr.
Ft. Lauderdale, Fla.

WHY?

How come you guys put exclamation points at the end of all your statements? Next, you'll be putting them at the end of questions?

Trish Lipscomb
Taipei, Taiwan

MAD "HAPPY PILL"

I do not believe I have ever written to you before to express my appreciation that a magazine such as yours exists. There have been many times when my spirits were so low that I shudder to remember them. Luckily, these frightening depressions seemed to coincide with a new issue of MAD, the reading of which chased the gloom away in nothing flat. No "happy pill" in the world is as beneficial as a good laugh, and nothing produces a good laugh for me like good social satire.

Mrs. Kathleen Turitto
La Jolla, Calif.

DOTS A BYLINE

In case you didn't know what the Morse Code insignia: ... --- .--- .--- .--- .---, appearing on the "Spy vs. Spy" cartoons, mean, I have succeeded in defining them. They read as follows: By Prohias

P.D. (Ace Telegrapher)
Los Angeles, Calif.

No kidding!—Ed.

Paul (Kindly) Terni
Numrich Arms Corp.
West Hurley, N.Y.

COOL "ARTHUR"



I thought you might be interested in seeing a photograph of yet another "Arthur". This was constructed by the boys of Hebb House, Acadia University, Wolfville, Nova Scotia, as their project for the Annual Winter Carnival. The snow sculpture was about five feet in height, and with the exception of the tree, contained nothing but snow. Congratulations. MAD has once again entered into the forefront of fun.

Mike Curry
Fort Churchill, Manitoba, Can.

FACT OF ECONOMICS

Advertising pays for most of the cost of nearly all publications. If it weren't for ads, some magazines would cost at least a dollar. But you jerks, ignoring the fact of economics, go right ahead publishing your magazine for only 25¢ without one paid ad!

Bob Songer
Berkley, Mich.

Hey, so that's the reason!—Ed.

BRILLIANT QUESTION

I have been reading MAD for more than three years. I have an I.Q. of 150, and am graduating from High School as an honor student. What's wrong?

David Lewallen
Charleston, S.C.

You're not trying!—Ed.

MARGIN CALL

I especially enjoy those little cartoon jokes on the sides of the pages. Whoever does these should come forth and take a bow.

Howard Nusbaum
Brooklyn, N.Y.

The Marginal "Drawn-Out Dramas" are the work of Sergio Aragones, who takes a "MAD Look At Football" in this issue!—Ed.

INDIAN LOVE CALL

Contrary to its name, yours is one of the sanest and most intelligent magazines I have ever read, and I have read them all.
Ram Gopal Singh
Bombay, India

BEATING TV COMMERCIALS

I just finished reading your article, "The MAD Plan For Beating TV Commercial-Breaks", and really enjoyed it. Naturally, I read it when any red-blooded MAD reader would—during TV Commercial-Breaks!

Alan Parnelli
No Address Given

WISDOM OR FOLLY?

Congratulations! At last there is a magazine that believes in the First Amendment. No other magazine of national importance would dare print the articles you do.

Judy Johnson
Grosse Pointe, Mich.

MAD DIGGER

It might interest you to know that Australia's own Quiz Champ has every issue of MAD ever published.

David Hare
Sydney, Australia

PUN-WAY STREET

You will be happy to learn that we have just named the little street in back of my house after your "What—Me Worry?" kid. We call it "Al E."

Chuck Stumm
St. Petersburg, Fla.

THAT COVERS IT

Why is it that in each issue of MAD, only the front and back covers are in color?

George Beacham
Kansas City, Kans.

Because the rest of the magazine is in black-and-white!—Ed.

OOPS!

When my father saw the article on "Motorcycle Cops", he laughed so hard his false teeth fell out.

Adrian Van Dyk
Los Angeles, Calif.

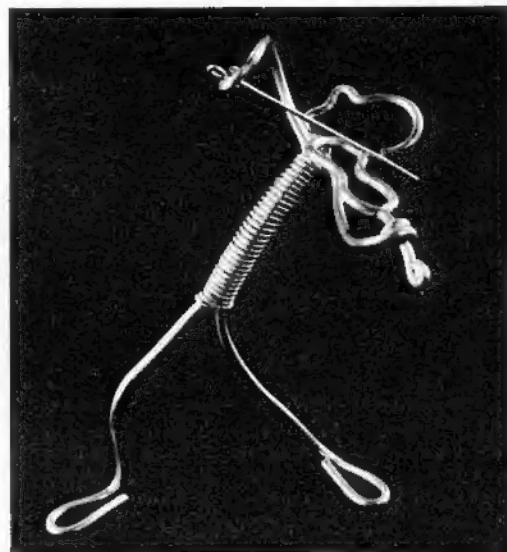
STICKS AND STONES

I don't see why you put up with all the names people call you, like clods, jerks, idiots, dumbbells, etc. Why don't you ever protest? You must be some kind of blundering, incompetent nitwits!

Bill Doubledee
Wooster, Ohio

Please address all correspondence to:
MAD, Dept. 83, 850 Third Avenue
New York 22, N.Y. 10022

WHY FIDDLE AROUND?



WIRE SCULPTURE BY BAGGI

MAINLY, WHEN THE NEW ISSUE ARRIVES AT THE STORE, YOU CAN AVOID ALL THAT BLOODSHED AND VIOLINS!

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AND GET NINE ISSUES OF THIS BASS MATERIAL FOR THE PRICE OF EIGHT—MAILED TO YOUR HOME!

----- use coupon or duplicate -----

MAD SUBSCRIPTIONS

850 Third Avenue, New York 22, N. Y.
10022

Somebody ought to *string* you guys up! I never believed you'd have the *guts* to stoop *solo* in these *viol* attempts to grab my *lute*. So I'm *resin* to the occasion. Here's my \$2.00. Enter my name on your subscription list, and mail me the next nine issues of MAD.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

Outside U.S.A., \$2.50. Please allow 8 weeks for subscriptions to be processed. Check or Money Order only—no cash accepted.

NOW...FREE!



Yep, many former African Colonies are now free! But, boy—have they got troubles! Just like we got—trying to sell these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid. So if you want a copy to hang on the wall of your hut and amuse your Papa and your Mau-Mau, mail 25c to: MAD, Dept. "What—Color?", 850 Third Ave., New York 22, N. Y.



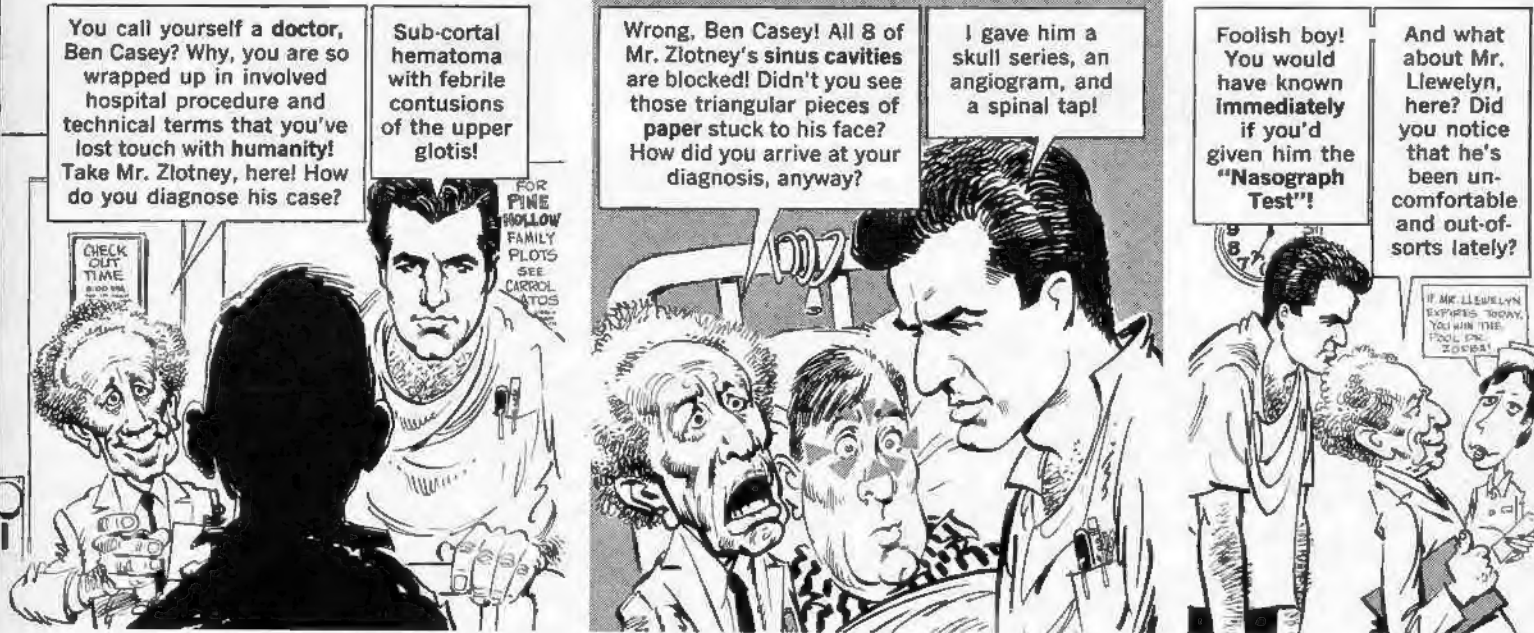
VIDIOT'S DELIGHT DEPT.

The 1962-63 TV season witnessed a whole rash of new and successful weekly shows. Such national disgraces as "The Real McCoys," "I'm Dickens — He's Fenster," "McHale's Navy," "Car 54—Where Are You?," "Ensign O'Toole" and that Trendex Champion of Champions —

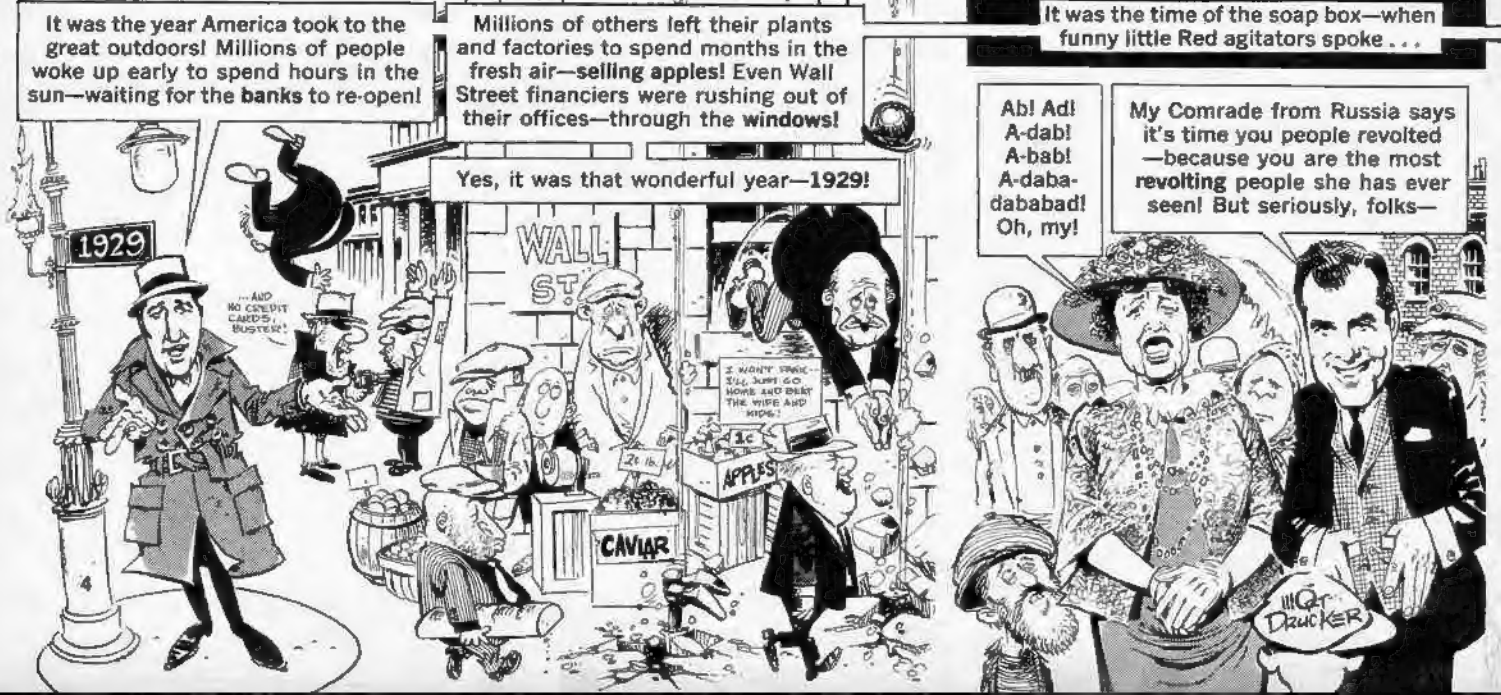
"The Beverly Hillbillies" all cavorted across the idiot tube, and captured the bankrupt imagination of the TV viewing public. And what was the magical ingredient common to all these shows? Stupidity! Plain, simple, unbelievable STUPIDITY! Which brings us to

STUPIDITY

STUPIDITY ON DOCTOR SHOWS—"BEN CASEY"



STUPIDITY ON VARIETY SHOWS—"GARRY MOORE"

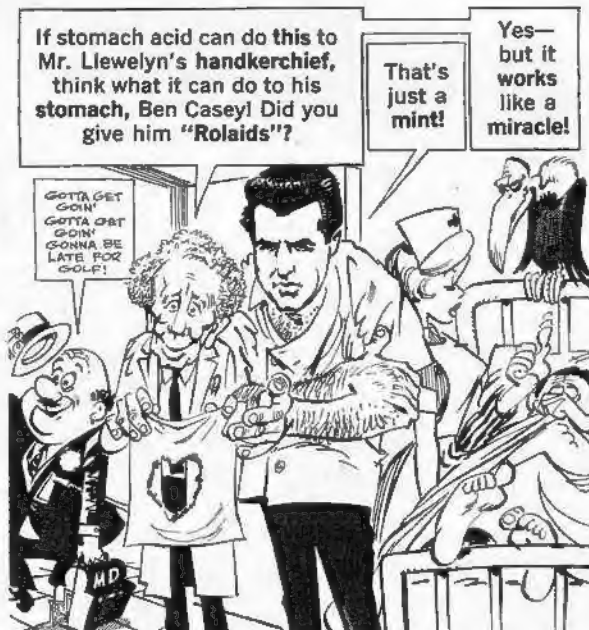
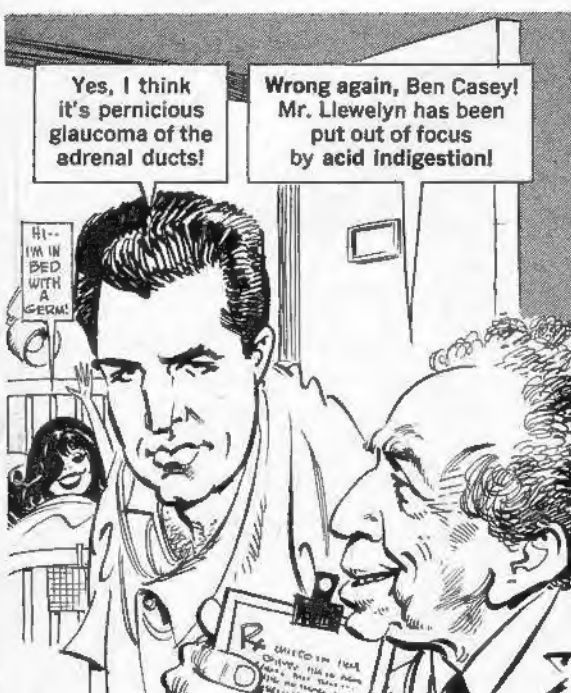


this article: Since the creative giants of the TV networks always follow the lead of proven successes, you can expect to see some established shows alter their present formats this coming TV season — to conform to this new and frightening trend toward...



ON TELEVISION

ARTIST: MORT DRUCKER
WRITER: STAN HART



And your handling of Mr. Freebish, here, was disgraceful, Ben Casey! We told you what to do, and you purposely went against our wishes!

When we say you should kiss the boo-boo, Ben Casey—you have no choice! YOU KISS THE BOO-BOO!



... a time when people from all walks of life got to know each other better by meeting for lunch at special cafes—

Hi, all you adorable unemployed people! Cute little me is gonna entertain you while you're starving by doing a cute little imitation of your favorite silent screen star...!

He's great, isn't he?

Yeah! I always liked imitations of Clara Bow!

BREAD LINE

I WANT A BREAD WITH NO HOLES!

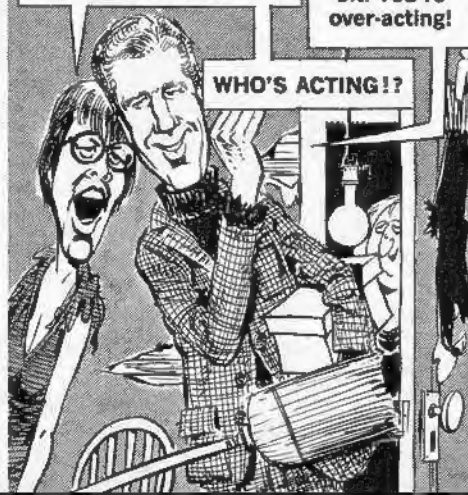


It was a time when the typical 1929 domestic scene looked like this...

You're disgusting! You can't do anything well! You have no talent—no personality—no nothing! You're a big NOTHING!

Psst! Hey, Carol! This is supposed to be a comedy bit! You're over-acting!

WHO'S ACTING!?



Do you recall—
Remember at all—
That wonderful, Wonderful year?

1929



STUPIDITY ON NEWS SHOWS—"HUNTLEY-BRINKLEY"

Hey, Dave! Why did the Red Chinese Army cross the Indian Frontier today?

To get to the other side!

Ho-ho! That's corny! Say, Chet! Who was that gentleman I saw having lunch with President Kennedy today?

That was no gentleman! That was Governor Wallace of Alabama!

Yeh-yeh! That's corny! Say, Dave! Do you know what our Ambassador to the Congo did today when he heard that 50% of the people hadn't had a bite in three days!

STUPIDITY ON SPORTS SHOWS—"CBS SPORTS SPECTACULAR"

Hi, sports fans! This is Bud Palmer with another "CBS Sports Spectacular"! In the past, we've gone to the four corners of the earth to bring you great events like the "Australian Breath-Holding Tournament," the "Peruvian Potato Race Finals," and the "Southeast Asia Ringaleevio Championships"! Today, however, we're staying right here in the good old U.S.A. for the spectacular of spectaculars...

"The International Cuteness Doubles Finals"... in which the two-times national champion Doublemint Twins will be challenged by the fast rising Certs Twins! Each pair gets 5 minutes to smile, wink and wrinkle their noses—and the pair that is still alive after they've performed for the crowd will be our new Cuteness Doubles Champs!

BET
METS

GO
METS

STUPIDITY ON LAWYER SHOWS—"THE DEFENDERS"

I should like to remind the defendant that he cannot be forced to testify against himself!

You realize, boy, that whatever you say will be held against you!

Yes, sir! And if that's true, I've got just one thing to say:

Elizabeth Taylor!!

Order!
Order
in the court!

I'll have a ham on rye—go easy on the mustard!

I admit that the evidence points conclusively to the fact that this boy did, indeed, murder his mother and father! But we must take pity on him! We must open our hearts to him! Remember—he's an orphan!!



Yeah! He bit them! Ho-ho, that's corny!!

Say, Chet! Do you know when the next Saturn goes up?



No, but if you hum a few bars, I'll play it! Yuk-yuk, that's corny!

Say, Dave, what did Queen Elizabeth say to Lord Home when he left the palace today?



She said, "Good Knight!", Chet!

Good Knight Dave!

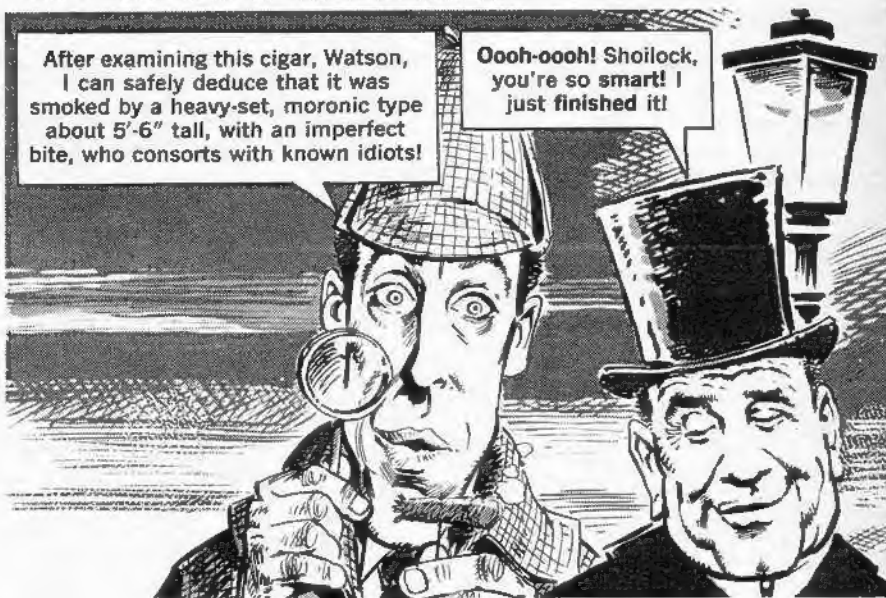


STUPIDITY ON DRAMATIC SHOWS—"DU PONT SHOW OF THE WEEK"

The DuPont Show of the Week
presents
Sir Arthur Conan Doyle's
immortal
"THE
ADVENTURES OF
SHERLOCK HOLMES"
starring
Fred Gwynne and Joe E. Ross

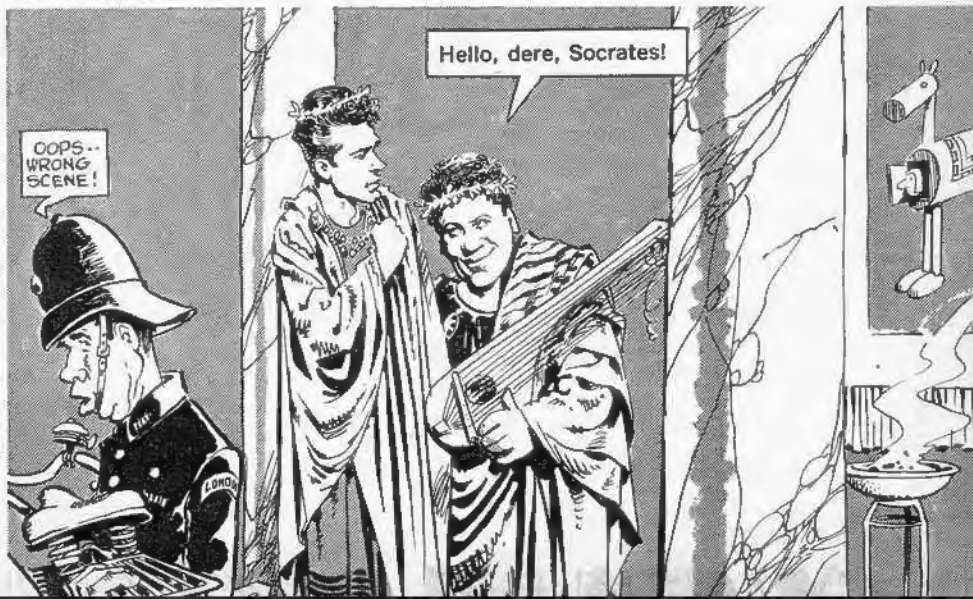
After examining this cigar, Watson, I can safely deduce that it was smoked by a heavy-set, moronic type about 5'-6" tall, with an imperfect bite, who consorts with known idiots!

Oooh-oooh! Shoilock, you're so smart! I just finished it!



STUPIDITY ON EDUCATIONAL TV—"CLASSICAL CIVILIZATION"

THE EDUCATIONAL
TV NETWORK
presents
"THE
WISDOM
THAT WAS
GREECE"
with
ALLEN and ROSSI



With manned moon rockets now predicted for the foreseeable future, we're probably only a generation or two away from having permanent U.S. military bases on the moon and nearby planets. And so, with this article MAD peers into the future and empties out the first mail bag of letters from troops stationed in space . . . mainly

THE ARMY

Wensday

Dear Ma,

How are you? I am fine.
It is cold hear.

We eat ~~ally~~ ~~ally~~ aljee.
It tastes like alfalfa.

Thare are no cows hear.
When I shoud one of the
sivilions I met hear
the pitchur of Bessie
I carry in my wallit,
he bleeped. Thay bleep
hear insted of laff. Thay
dont seam to like us.
Sothern boys. I think

Pvt. Horace Withrow
3987362
Co. C, 14th Tank Bn.
Fort Urg, Mars

Dear Mumsy,

Thanks so much for the toll
house cookies. A big Neanderthal-type
chap from Pennsylvania took them away
from me, but it was nice to know that
you were thinking of me.

I don't blame Daddy one bit for
speaking out at "The Club" against
the wasteful policies being followed
by the Army here. The idea of sending
the 14th Tank Battalion to Mars was
ridiculous. As I wrote before, the
atmosphere is so thin that the tanks
have to be tied down to keep them
from floating away. This means they
can't be used at all.

You might tell Daddy that rec-
reational facilities also warrant
criticism. I tried to get up a chess
team and was promptly told to go to

BURLESQUE
50-GLORBS-50

BAR

DANCE

OFF
LIMITS

POOL
HALL

USO

DINING

ON MARS

ARTIST: BOB CLARKE
WRITER: TOM KOCH

July 16, 9:30 P.M.

Dear Edna June,

This is awful late to be starting a letter, but I and three other guys just got back to the base from being in town on a four hour pass. Us guys ate at a Martian restaurant there that some guys told us about. It was O.K. if you like Martians. But their lots tougher than you'd think for most of them being so fat.

I hope you got the plant I sent you for your birthday. It's called a man-eating mfng. I forgot to tell you not to get to close to it because it can

Dear Mother Grubinger:

I feel funny writing to you like this when we have never met. But with both of us loving Wilfred so much, and with him talking about you all the time, I feel I've known you forever.

I can never thank you and Father Grubinger enough for giving your blessing to our marriage.

Also, thanks so much for the beautiful sweater you knitted for me. However, it has only two sleeves. Didn't Wilfred tell you



DEAR Mom AND Dad,

THIS WILL BE SHORT BECAUSE I AM REELLY BUSHED. THAT SARGENT WHO DON'T LIKE ME HAD ME ON K.P. ALL DAY. I

BEEN PEELING WGNFLXES. THERE A LOT LIKE POTATAS ONLY YOU PEEL THEM WITH A BLOW TORCH.

YOU ASKED ABOUT THE NAME OF THE SARGENT WHO DON'T LIKE ME. HIS NAME IS ~~STRUBXZI~~ ~~STRUBZYNISK~~ ~~STRUBZLO~~ WHITEY. IF YOU THINK CALLING MY DRAFT BORD WOULD GET HIM CORT MARSHALLED, GO AHEAD. HE DON'T LIKE ME BE-



My Darling Ruthie, July 19th

I have just gotten some wonderful news, and I wanted to write to you about it the same day I heard

Our outfit is going to be shipped back to earth, probably to Arabia if the scuttlebutt is right. This means we will be only 9,000 miles apart.

I bet Alving Schedman will be shaking in his boots when he hears I'm going to be so close to home. I know you've been 100% faithful to me just like I have to you. But I still bet Alving will be shaking in his



Pvt Seymour Hunts
35909071
483rd Mine Detection Sqd
Fort Urg, Mars

Dear Maury:

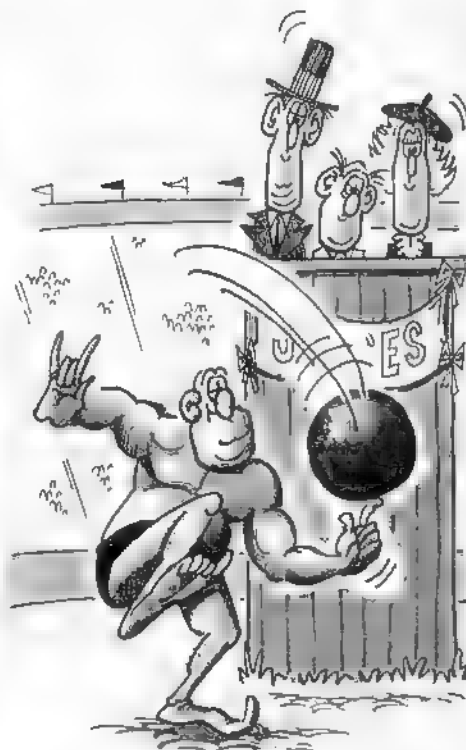
I'm sorry to have been so long in answering your letter, but I've been away on what the clowns in the medic corps call a rest leave. I got to take a boat trip down the Pflgnfr Canal. But rest I didn't get. There was girls on the boat.

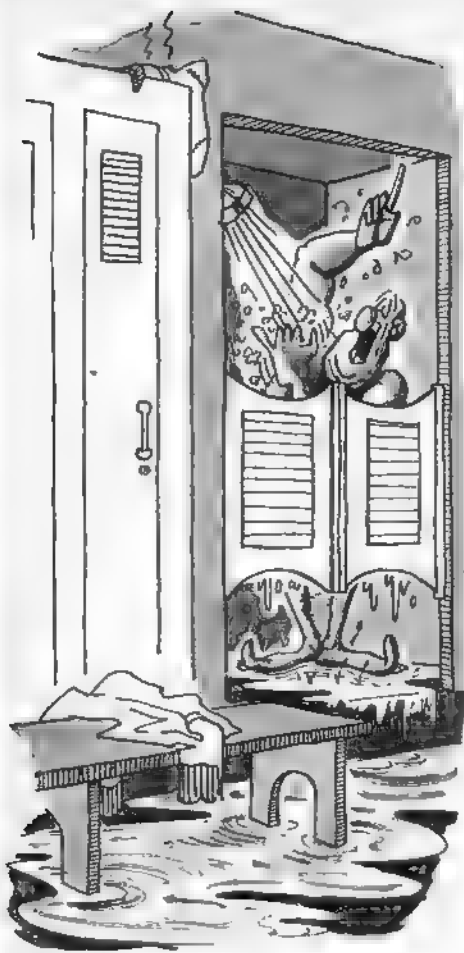
I met quite a doll named Wnflx Glbstrfr. What a dish.. she looks a lot like that Zelda Oberman in our Algebra IV class, if you can picture Zelda with a green complexion, feelers and four legs.

She didn't speak a word of English. But like I say, who needs

THE GRAND NATIONAL

50 LB. CANNON BALL-THROWING CONTEST





A KICK IN THE CANNES DEPT.

In recent years, art films have become very popular in this country. What is an art film? Some people say it's any film that deals with life realistically. Others say it's any low-budget film that is presented intelligently and honestly. In other words, an art film is any film that is *not* made in Hollywood! In fact, some idiots think that the further away from Hollywood a film is made, the artier it is. They are the ones who consider *all* foreign films as art films, no matter how moronic or unartistic they may be. So it's time we set the record straight by presenting . . .

a mad guide to ART FILMS

WRITER:
LARRY SIEGEL

HOW TO RECOGNIZE AN ART FILM

ARTIST:
GEORGE WOODBRIDGE



Here is a scene from a typical art film. As you can see, *everything* is dirty. The people are dirty. The house is

dirty. The animals are dirty. Most art films are dirty. In fact, the *dirty*er a film is, the more *artier* it is!



Art films deal frankly with sex. Therefore this scene is obviously from an art film. There's only one way they could've made this scene artier. By using a smaller towel!



This scene couldn't possibly be from an art film. Connie Stevens is in it. 13



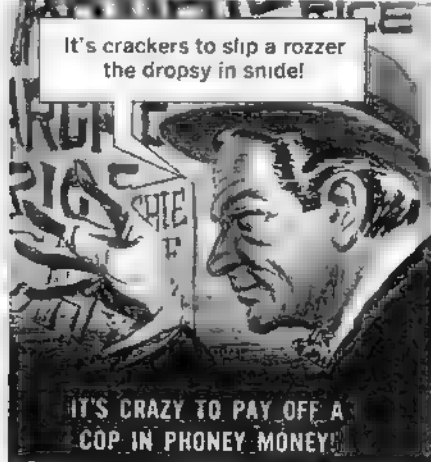
SYMBOLISM IN THE ART FILM

Art films are noted for their symbolism. To demonstrate this, we asked an expert on art films to explain the symbolism in this scene. He told us that the clock with no hands stands for eternity, the octopus symbolizes mankind's greed, and the rainstorm of cauliflowers all around stands for love, hate, jealousy, fear of lightning and medical care for the aged!

Then we asked the actual author of this art film to explain the symbolism of the same scene. He told us that the clock with no hands stands for a clock with no hands, the octopus symbolizes an octopus, and the rainstorm of cauliflowers stands for—yep!—a rainstorm of cauliflowers!

SUB-TITLES

One method of presenting foreign films in American movie theaters is through the use of English translations of the foreign language dialogue. These are flashed at the bottom of the screen, and are called English sub-titles.



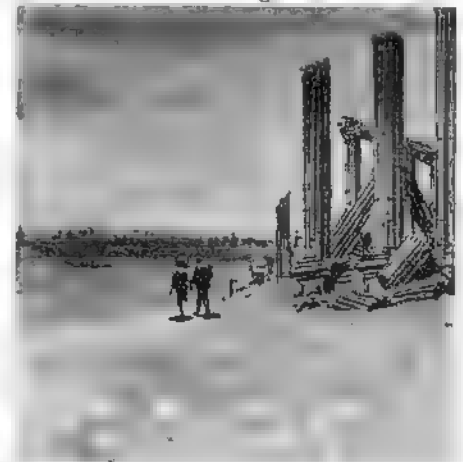
It's crackers to slip a rozzor
the dropsy in snide!

IT'S CRAZY TO PAY OFF A
COP IN PRONEY MONEY!



Tuo figlio, il lustra scarpe
non è certamente l'assasino!

YOUR SON, THE SHOE SHINE BOY
IS THE MURDERER!



English sub-titles are very important in helping you grasp the meaning of a foreign film, especially if you can't understand the language of the country where the picture was made. Like when you're watching a British foreign film and all the characters talk Cockney—or the King's English for that matter!

One disadvantage of sub-titles is that you must be able to see the entire bottom of the screen at all times. Anyone sitting directly behind this woman will never know that her hat blocked out the important words "DEFINITELY NOT" and will spend the rest of the movie hating a poor, innocent Italian shoe-shine boy.

Another disadvantage of sub-titles is that they're often next to impossible to read when they are flashed on the screen during an outdoor scene with a glaring sun, like the one above. This scene, incidentally, is from a foreign film voted "Best Movie of the Year" by The Society of American Optometrists.

DUBBING

Dubbed English voices are more popular than sub-titles among art film fans—mainly because most of them can't read. However, the people whose voices we hear are not always as romantic as the foreign actors they speak for.



Here is Brigitte Bardot's English-speaking voice. Her name is Sadie Fingerhut. She is a Bronx, N. Y. housewife, and mother of four children.



Here's Marcello Mastroianni's English-speaking voice. He's Gunther Hogan. Between "Show Biz" jobs, he's a steam table captain in an L.A. cafeteria.



This girl is Sophia Loren's English-speaking voice. She is Selma Katzull. She is the 4th Floor Stairway Monitor at Dweck Jr. High, St. Louis.



This is Enoch Huber, of Erie, Pa. He supplies the voices for Steve Reeves and scores of other foreign film stars who can't speak any English.

ART FILM FESTIVAL AWARDS

Several times each year, distinguished critics, producers and stars of art films gather in different foreign cities to exhibit and bestow awards on deserving films. At least that's what they say they gather for. From the articles

we've read about these festivals (in "Playboy" and other magazines devoted to "The Arts"), a lot more is exhibited than just those deserving films. Anyway, here are the 4 award-winning films of "The 1963 Can-Cans Film Festival":

BEST ITALIAN FILM: "Inna L'Abonzza"



This film starkly depicts the decadence of the idle rich by focusing on a group of aristocrats sitting around a room in a decaying castle doing absolutely nothing. So effective is the direction that the entire cast, with no script to learn and nothing to do, died of boredom in the first reel, and the audience never knows the difference.

BEST FRENCH FILM: "Last Year At Marion's Pad"



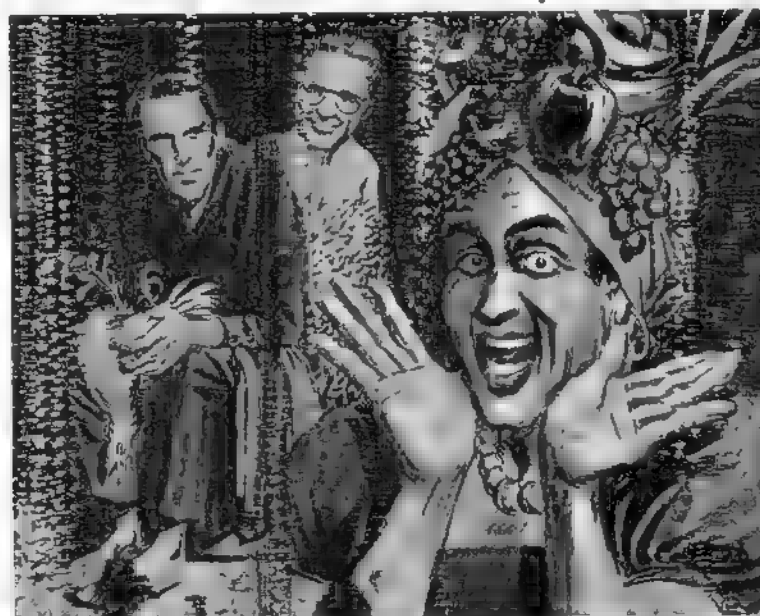
This is the story of an Ambassador who meets a Countess whom he thinks he met once before, but he isn't sure. The Countess knows she never met the Ambassador before, but she thinks that a wine merchant she meets is someone she met once before, but she isn't sure. The wine merchant knows he never met the Countess before, but thinks he met himself once before, but he isn't sure. He also isn't sure he's a wine merchant. This brilliant film was directed by either René Clair or Harpo Marx—the producer isn't sure!

BEST JAPANESE FILM: "Rosh-Hoshona, Myer Moore"



This typically original Japanese export portrays Scarlett Sayonara, a lovely but spoiled girl from South Yokohama, who sees her Japanese plantation and way of life destroyed by civil war. So she marries Rhett Banzai, a handsome Samurai Sword-runner, who eventually leaves her. Then the plot starts to fall apart. In fact, since this movie was made in Japan, the prints are starting to fall apart and distribution to art theaters overseas is highly doubtful.

BEST AMERICAN FILM: "Pluck My Chicken"



This superb experimental movie was shot in its entirety in Jack Kerouac's basement closet, with a roll of Kodak film that had lain in the sun for 14 straight hours. It is presented on the screen in Living Black, starring John Cassavetes as the Chicken-Plucker, Allen Ginsburg as the Chicken, Long John Nebel as The Feathers, and introducing Lenny Bruce in his first movie . . . playing Carmen Miranda.

Since the country is rapidly becoming art film-conscious, enterprising theater-owners will want to cash in on this

trend, mainly because they're probably starving with the receipts from Hollywood movies. Here are some steps for:

CHANGING A REGULAR THEATER INTO AN ART THEATER

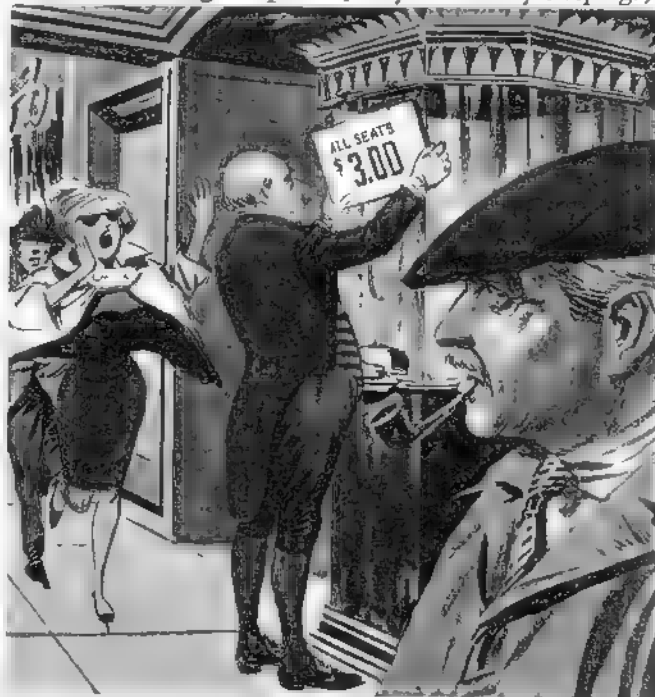
First of all, show nothing but foreign films! Most people automatically think that all foreign films are art films, even though many foreign movies are as ridiculous as the Hollywood kind. Here is a scene from the British comedy, "Carry On, Idiots." Your customers will rave about it—although it's less intellectual than "The Three Stooges"!



People expect culture in the lobbies of art film theater lobbies, so hang up as many "way out" abstract paintings as you can get. It's also a common practice to sell these paintings to interested customers, so here's your chance to make some side money. If you sell them, don't worry about losing your wall decorations. Your kids can always paint a fresh new batch for you in their nursery school.



Next, double your price of admission! Most people expect to pay a higher admission price to see an art film. You may not get as many customers, but there'll be a lot less trash to sweep up inside, less ushers to hire, and less trouble with necking in the balcony. (Art film customers never neck during the picture; they're too busy sleeping!)



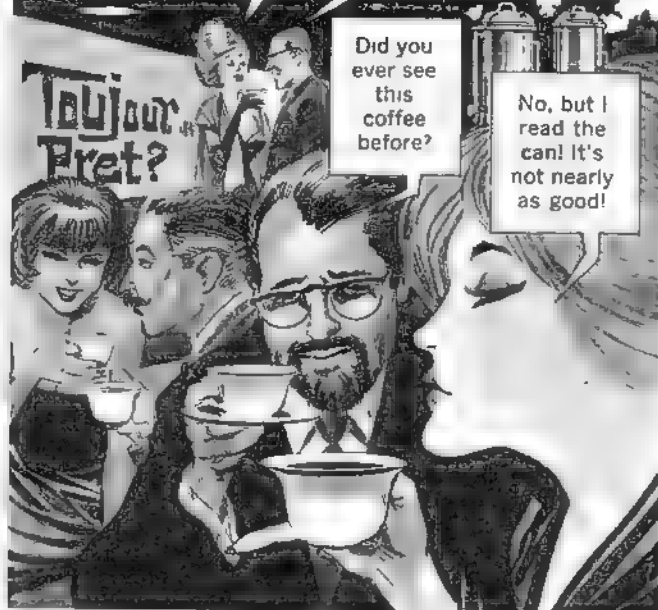
It's always impressive to serve free demi-tasse coffee in your lounge. This gives your art theater a look of class. (It also gives your art theater a problem. Mainly, those idiots who prefer coffee-clatching to seeing the picture.)

If there's one thing I can't stand, it's coming into the theater in the middle of the coffee!

What fabulous coffee! It's so honest, so emotional, so true to life! It makes me laugh and it makes me cry!

Did you ever see this coffee before?

No, but I read the can! It's not nearly as good!



Movie-goers react in different ways to art film subjects. kinds of movie-goers, each of whom represent a different
To prove this point we have interviewed three different category of art film fans. Here are our questions, and—

THE REACTIONS OF DIFFERENT TYPES OF MOVIE-GOERS TO THE ART FILM

THE QUESTION	Highbrow Art Film Fan's Answer	Lowbrow Art Film Fan's Answer	MAD Reader Art Film Fan's Answer
			
WHAT DO YOU THINK OF INGMAR BERGMAN?	He's the greatest Swedish director since Sven Ogg—who directed "Seven Sealed Rocks" back in 987,589 B.C.!	I don't dig what he's trying to say! Anita Ekberg—now there's a Swede I understand!	Ingmar Bergman? She was great in "The Bells of St. Mary's!
WHAT WAS YOUR REACTION TO "WILD STRAWBERRIES"?	I was deeply moved by the old man's loneliness and his ultimate discovery of the true meaning of life!	Well, I didn't exactly dig what the old man was trying to say! Anita Ekberg—now there's a Swede I understand!	Wild Strawberries? Every time I eat them, I get like a rash all over my face!
HOW CAN AMERICANS CATCH UP WITH SUCH ADVANCED ITALIAN TECHNICIANS AS DE SICA, FELLINI AND ROSSELLINI?	Put out more meaningful and artistically honest motion pictures!	Make more American art films... like "The Chapman Report"!	Get somebody who knows his stuff to catch 'em—somebody like Eliot Ness!
WHAT IS THE SIGNIFICANCE OF THE FACT THAT BRIGITTE BARDOT ALWAYS WEARS A TOWEL?	Pure exhibitionism plus a sense of insecurity in her intellectual attributes. A sign of immaturity common among child-woman sex-symbols!	I don't exactly know, and I really don't care... as long as she keeps doing it!	She takes a lot of showers, and she's a sloppy dryer!
WHO ARE YOUR FAVORITE "ART" ACTORS OF ALL TIME?	Raimu, Emil Jannings, and the late great Icelandic film star, Flinkk Ostermemniak!	Anita Ekberg, and that sea monster on the beach in "La Dolce Vita"!	Art Treacher, Art Linkletter and Art Carney!
WHAT FILM SOCIETIES DO YOU BELONG TO?	The Friends of Sergei M. Eisenstein, The Kerouac Revolutionaries, and The Blurred Exposure Pioneers. These societies show the best in off-beat experimental movies!	I once belonged to Cinema 16, but I quit when I found out they didn't sell popcorn!	I'm the Recording Secretary for the Frank McHugh Fan Club!

HOW TO MAKE YOUR OWN ART FILM

Nowadays, practically anyone can make his own low-cost art film. In fact, even you can make one—in your very



First of all, as we mentioned, most art films take place in dirty settings, like the above . . . which is a picture of how your house usually looks. So just mess it up a bit!



It is very important for a large part of your art film to look like this on the screen. This is very artistic. One good way to achieve this effect is to put the film into your camera backwards. If you forget yourself and put the film in correctly, don't use floodlights for the indoor shots. It will give you roughly the same artistic effect.

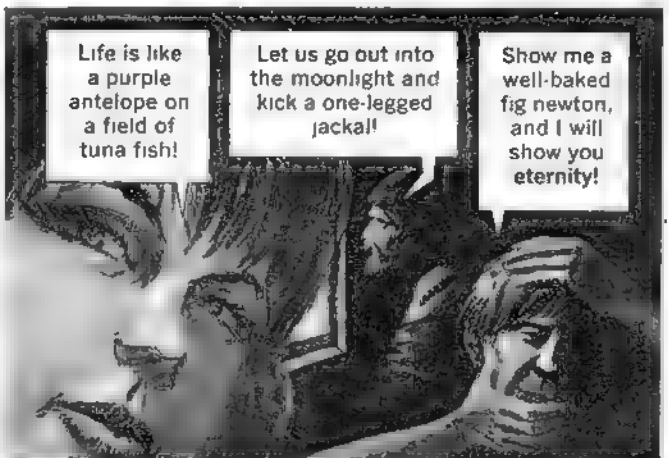


Off-beat shots are considered artistic. Ankle shots are always impressive. Also close-ups of drain pipes, warts, and gas meters. If you're particularly creative, you can try shooting the inside of a loaded garbage pail. Either looking down into it, or looking up out of it. And for a really honest shot, you can leave your camera in the pail!

own home. All you need is a cheap 8mm. camera, a roll of film, a tape recorder, and cooperation from your family.



Next, dress the members of your family in foreign attire. Don't write a script. Just encourage your mother, father, brother and sister to run around the house screaming and hitting each other. In other words, allow them to behave normally. Critics will automatically call you a genius!

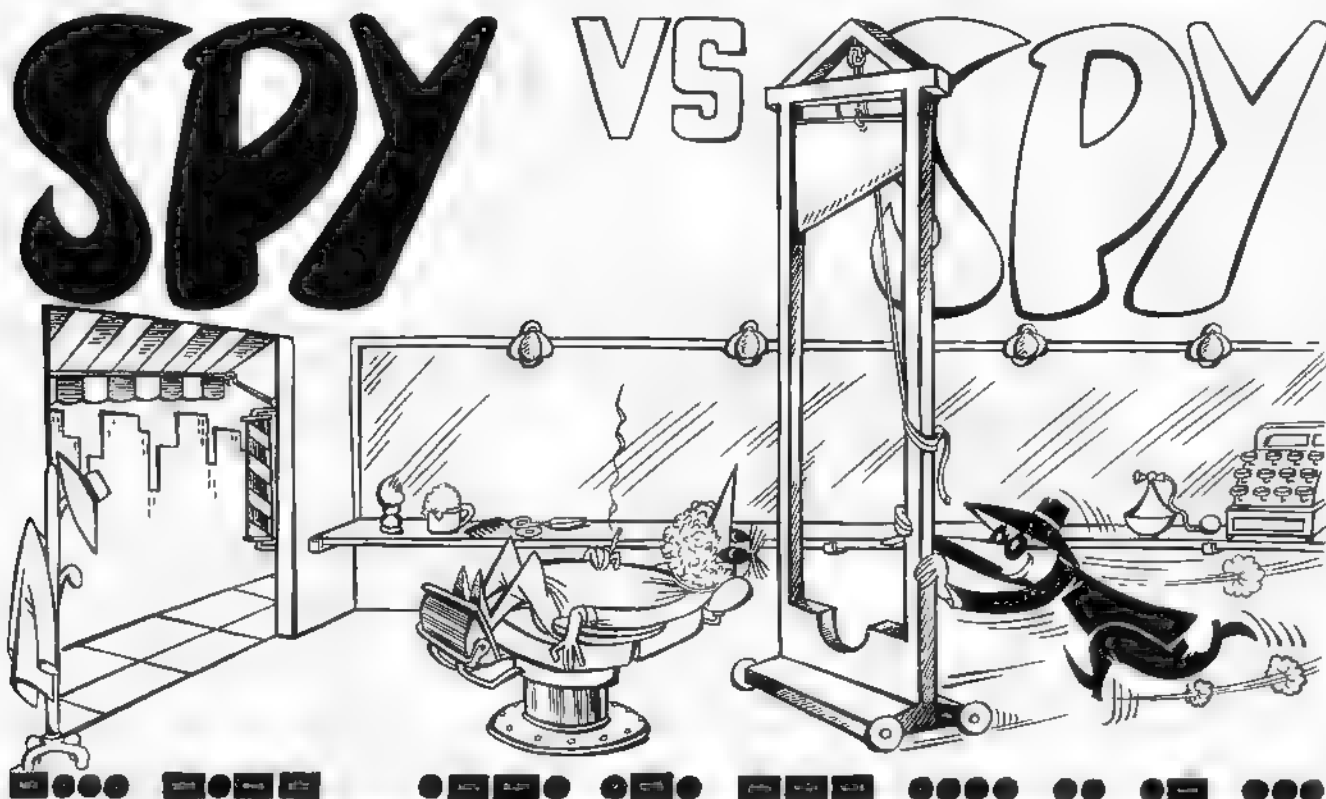


While you should never use a script, it is always a good idea to give your cast some symbolic lines to speak from time to time. You can pick up dialogue like this in any Greenwich Village coffee house, or in any mental hospital.



It is considered very sophisticated to end your art film suddenly and unexpectedly—preferably with your actors in the middle of some weird, unexplainable situation. (Note: The above is not a particularly good ending. Most of the people who attend art films regularly will understand it!)

Antonio Prohias, who was forced to flee Cuba because he refused to become a "Castro Convertible", brings us another MAD installment of that friendly rivalry between the man in black and the man in white—better known as . . .



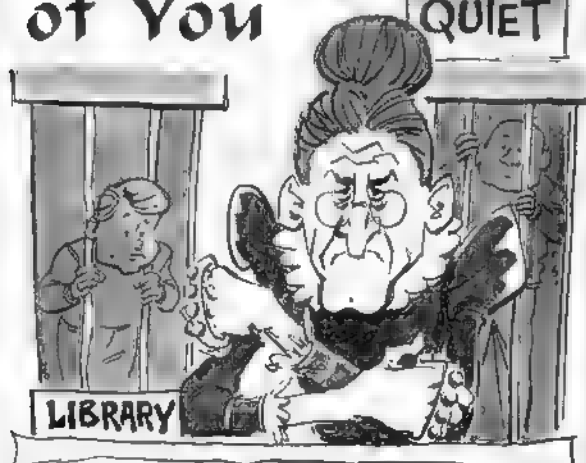
ADD VERSE AND CONSENT DEPT.

There's one area that the "New Frontier" hasn't attempted to change, mainly all those dull notices we get whenever the Government has something to tell us. In other words, if Federal, State and Local Governments are supposed to be friendly, then why not make their letters friendly? Just think how much more appealing all those stuffy notices and announcements would be if they were pepped up into these

GOVERNMENT

Thinking of You

QUIET



At 2 a.m. we'll come for you
And maybe break your... ~~arm~~... in two,
And if you still won't come across,
We've other ways to show who's boss,
Like giving you the third degree,
Or seizing all your property;
To save your skin, there's just one way—
Return our "Mother Goose" today!

PUBLIC LIBRARY

You're Getting Out!



We're happy to be telling you
Some new facts have arisen,
Which means that you won't have to do
Your last... ~~five years~~... in prison;

Instead of keeping you confined
And having to support you—
We'll set you free, because we find
It's cheaper to deport you!

U.S. JUSTICE DEPT.

HAPPY VACATION!



You'll love the sights in Arkansas,
The mountains of Montana;
You'll love the wild Mardi Gras
In old Louisiana;
You'll want to try your fishing skills
In sunny Minnesota,
Then see Mt. Rushmore in the hills
Of nearby South Dakota;
In other words, you'd better plan
A U.S.A. vacation;
Because we've just refused, old man,
Your passport application!

U.S. STATE DEPT.



WANT GREETING CARDS

ARTIST: JACK RICKARD

WRITER: FRANK JACOBS

Thanks Loads!

Yes, thank you for your tax return;
It really was a joy to learn
That you're convinced there's so much money due you;
We really wish that we could send
A check that you could cash and spend;
Instead, we send this merry greeting to you:



On April 10th you will report
Before Judge Schwartz in District Court;
At 3 P.M.; you'll be the sole defendant;
The prison term that you will draw
Will show you it's against the law
To claim a basset hound as a dependent!

BUREAU OF INTERNAL REVENUE

To My Favorite Nephew

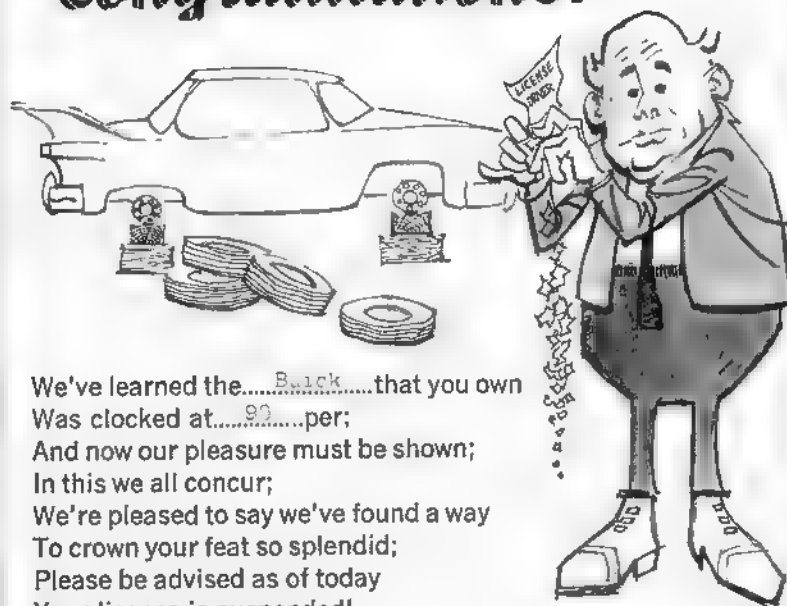
Because you're such a splendid lad,
Your Uncle is immensely glad
To offer you this heartfelt invitation—
I'm very sure that you'll enjoy
To hear that you are getting, boy,
A two-year, all-expenses-paid vacation!

I know it's one that you'll adore;
It beats a trip to Singapore,
To London, Paris, Cairo or Miami;
At 8 a.m. May 1st we'll meet
At 102 South 14th Street;
Please be on time; you're drafted!—

UNCLE SAMMY



Congratulations!



We've learned the Buick that you own
Was clocked at 92 per;
And now our pleasure must be shown;
In this we all concur;
We're pleased to say we've found a way
To crown your feat so splendid;
Please be advised as of today
Your license is suspended!

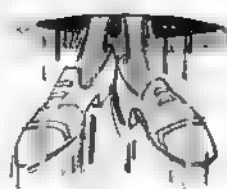
STATE MOTOR VEHICLE DEPT.

Surprise!

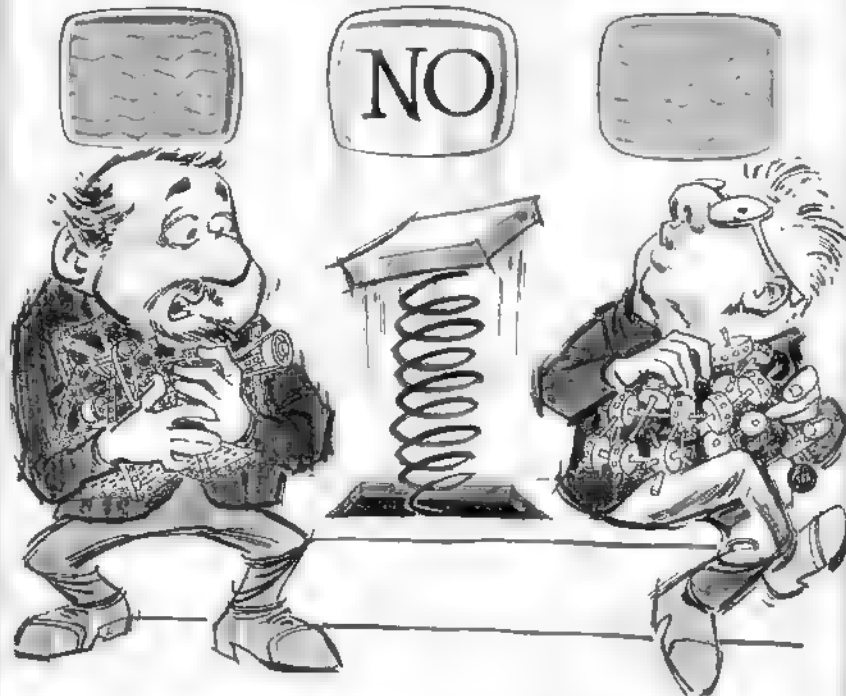


Your Uncle Sam is building you
An eight-lane highway, nice and new;
You'll find the road is quite nearby
The property you occupy;
Your home, in fact, is in the way;
(we just condemned it yesterday)
You'd better move, and plenty fast,
'Cause in two days we start to blast!

**FEDERAL
HIGHWAY COMMISSION**



In Deepest Sympathy



We've patented the railway train,
The telephone, the monoplane,
The steamboat and the
nuclear reactor;
We've patented the motor car,
The phonograph, the Mason jar,
The bobby pin, the doorbell,
and the tractor;

We've patented most everything
From paper clips and balls of string
To radar screens that keep
our land protected;
But now, alas, we're most distressed
To have to turn down your request;
Your claim to patent breathing...
is rejected!

U.S. PATENT OFFICE



An Invitation For You

On April 12th please come on down
To Washington, D.C.
Where monuments of great renown
Proclaim their majesty;
It pains us that you must ignore
These highlights of our city;
'Cause, chum, you're being hauled before
A Senate sub-committee!

U.S. CONGRESS

You marvelled at the ingenious business methods employed by "MAD's Movie Theater Owner of the Year." You cheered for the merchandising tricks used by "MAD's Discount Center Owner of the Year." Now, get nauseous over . . .

MAD'S CHINESE RESTAURANT OWNER OF THE YEAR

ARTIST: JOE ORLANDO

WRITER: LARRY SIEGEL

How do you do? You must be Mr. Chiang-Kai-Cash, the owner of this Chinese Restaurant! I've been sent here by MAD Magazine to do a story on you, and . . .

Oh so! Greetings! You flom MAD? You must be David Berg! I see your heart-warming stories on Dentists, Teenagers and Winter! Velly funny! Ho-ho-ho! You want heart-warming angle on Chinese Restaurants from me? I give it to you . . . chop-chop!



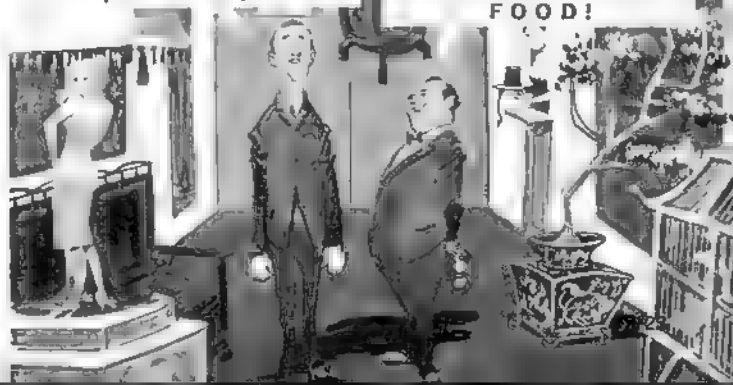
No, Mr. Cash, I am Walter Crankcase, not David Berg! And I have something a little different in mind!

Forty-nine years next Thursday! Oh, what's the sense of bugging you with the phony accent bit! I use it in the restaurant because the public digs it! For some reason, it helps business! C'mon in!

First of all, I'd like to compliment you on the way you picked up English! How long have you been in this country?

This place is certainly a monument to gaudiness and bad taste, Mr. Cash! Doesn't having this pile of junk as decorations ever get you into trouble with the Fire Department Inspectors?

I couldn't tell you! The Fire Inspectors can never get through to bother me! That's because there are always so many Health Dept. Inspectors lined up to give me summonses for my FOOD!



他很不樂意 這一點兒飯不夠吃

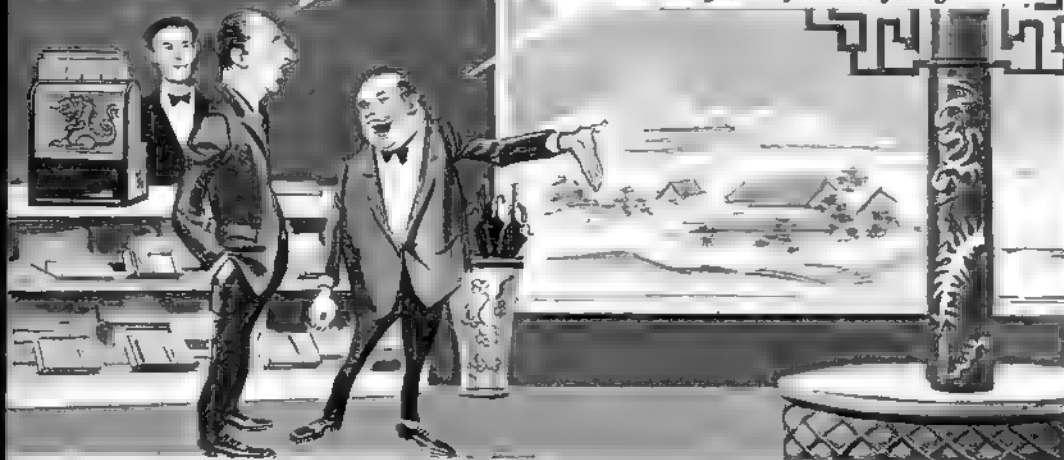
我不會使筷子

這個飯不好吃。我吃不下去

Don't your guests resent all these pictures of China on the walls? After all, you know the situation between us and the Chinese Mainland!

But these aren't pictures of China! These are pictures of Formosa! As long as we Chinese Restaurant owners play up Formosa, we can get away with anything!

For instance, how about these post cards with sexy Formosan girls on them? They sell like wildfire! They're ten times more profitable than those ridiculous lichee nuts we used to peddle in the old days!



I've always been intrigued by the menus in Chinese restaurants! Let's watch these people order!

Fine! They'll probably start off trying to order a "Family Dinner" to save money! But they'll never make it! They'll get so confused trying to de-code the double-talk about choices and extras that they will have to order the expensive individual dishes! We plan it that way!

How about a "Family Dinner For 6?" Let's see—we get a choice of two from Column A, three from Column B, and one from Column C! Oh-oh! It says there's a three-hour wait for Column C—and there's only one choice: Pizza! I guess they send out for it!



It also says they don't serve Column A on week-days, and weekends! What's today?

Let's order a "Family Dinner For Five"—and split it six ways!! Hmmmm! Under "Family Dinner For Five" it says "See Family Dinner For Five-to-be-Split-Six-Ways!"

Under "Family Dinner For Five-to-be-Split-Six-Ways" it says "Don't be a wise guy! There's a \$2.50 charge for an extra plate!"

Listen, we're all hungry! Let's order a "Family Dinner For Seven" and be done with it!

Hold it! It says "You cannot order a 'Family Dinner For Seven' if you're from different families!"



Forget the "Family Dinners!"
I'll order individually for all of
us, and we can trade back and
forth! Waiter! 2 Lung Sung
Foos, 3 Foo Man Choos and
1 Boo Boo Pa Doo . . .

You were right, Mr. Cash!
They ordered the way you
said they would! Tell me,
what are those dishes he
asked for?

Chicken Chow Mein!
What else? Everything
we serve here is
Chicken Chow Mein in
one form or another!
These idiots can't
tell the difference!

Say, that waiter
over there is
pretty rude, Mr.
Cash! He's pick-
ing up the dishes
before the guests
have finished
eating!

Naturally, Walter! If we let
customers dawdle over half-
finished plates, they're
liable to start squashing
cigarette butts in the food!
Then how can we re-use the
left-overs in new orders?



You're in luck, Mr. Cash! Whenever a Chinese
family eats in a Chinese Restaurant, it con-
vinces the American customers that the food
is first-rate! How did you manage to lure
that Chinese family in?

There was no problem with that family! It's
mine! I have them eat all their meals here!
In fact, we live right here in the rear of
the restaurant! Later tonight, that table
they're at opens into a large bed! C'mon!
I'll show you my very profitable
"Take-Out-Order Department!"

Actually, it takes only a minute or so to
prepare an out-going order—but we make
everybody wait at least two hours! They're
so happy when it finally arrives that they
don't mind paying triple our dining
room prices!



But that's
not fair!

Why not? Don't forget, they're
getting something extra-special
with their food . . . valuable
cardboard containers!

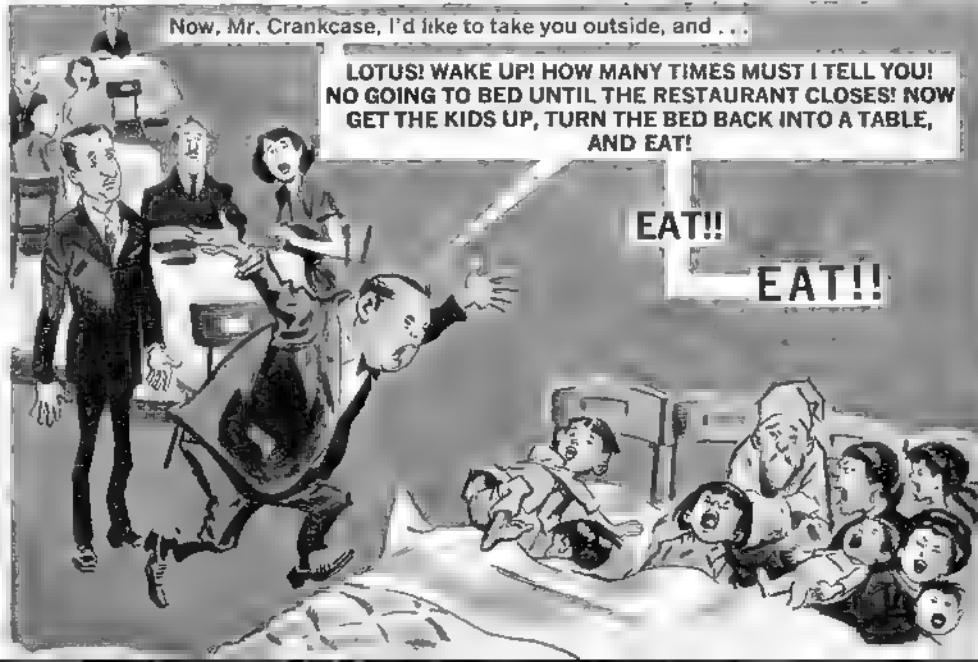


Now, Mr. Crankcase, I'd like to take you outside, and . . .

LOTUS! WAKE UP! HOW MANY TIMES MUST I TELL YOU!
NO GOING TO BED UNTIL THE RESTAURANT CLOSES! NOW
GET THE KIDS UP, TURN THE BED BACK INTO A TABLE,
AND EAT!

EAT!!

EAT!!



I'd like to compliment you on the cleanliness of your back alley, Mr. Cash! I'm amazed at how neat you keep your garbage cans!

No-no, Mr. Crankcase! This is not garbage going out! This is food coming in!

But you made a common mistake! In a Chinese Restaurant, it's usually impossible to tell the difference!



I'd like to make an unusual request now, Mr. Cash! I realize that no native American has ever set foot in a Chinese Restaurant "Kitchen" before! You know—to see how the chef prepares the meals, and what they really put into the dishes! May I be the first?

That is an unusual request, Walter! And I must say, you've got courage! Very well! Just list your next of kin and sign this form releasing me personally from any liability for damages you may suffer—like to your stomach or any of your senses...



Wh-wh-where am I? S-some water, please!

Here! Take tea! It's cheaper!!

You're a courageous man, Mr. Crankcase! Even the Health Dept. Inspectors never had the guts to come this far!

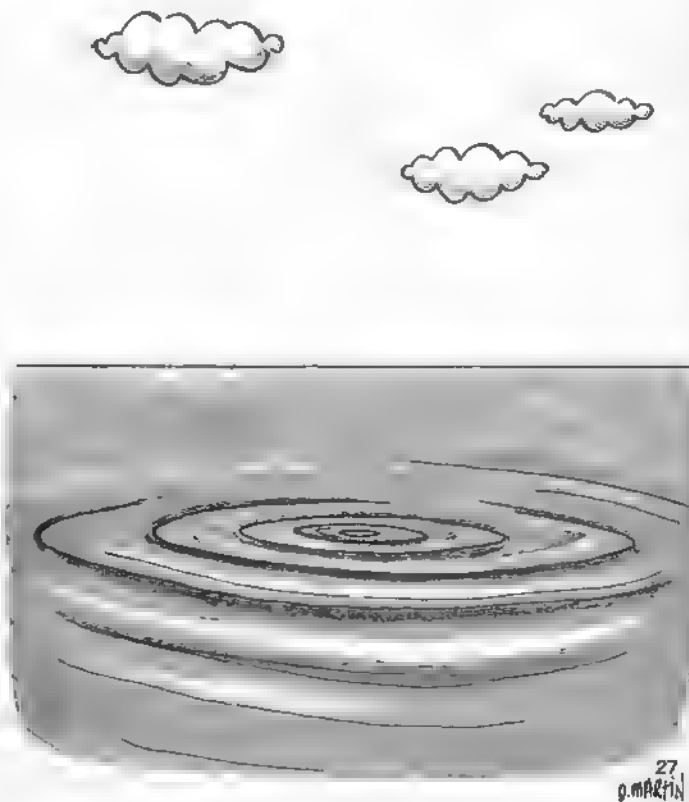


Before I leave, Mr. Cash, please tell me one thing: How can you afford the up-keep on such a fancy place like this? Isn't it awfully expensive to run?

Not really! We get all our fixtures, decor, furniture and food very cheap! You see, it's all made in Japan! Everything here is made in Japan! Take me! Even I'm made in Japan! I'm really Japanese! Americans can never tell the difference! Well, thanks for dropping in —and SAYONARA!!

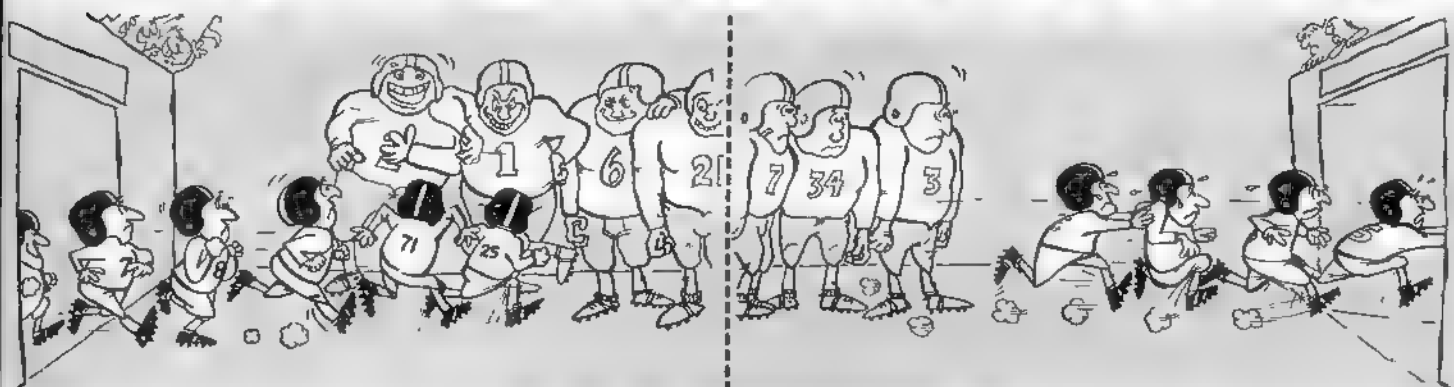


SHIPWRECKED

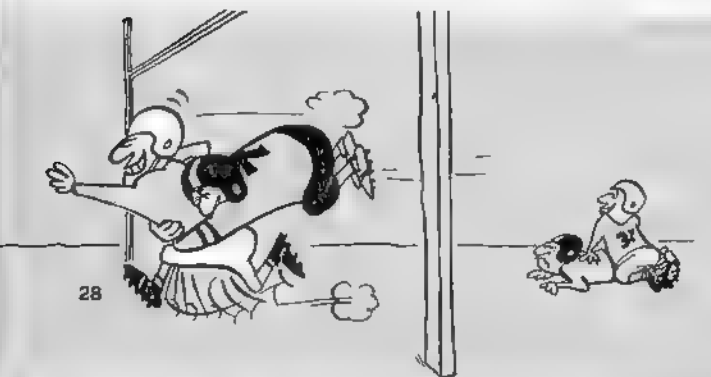


Sergio Aragones, MAD's newest addition, who recently arrived from "South Of The Border"—and contemplated making for it when his "MAD LOOK AT MOTORCYCLE COPS"

A MAD LOOK

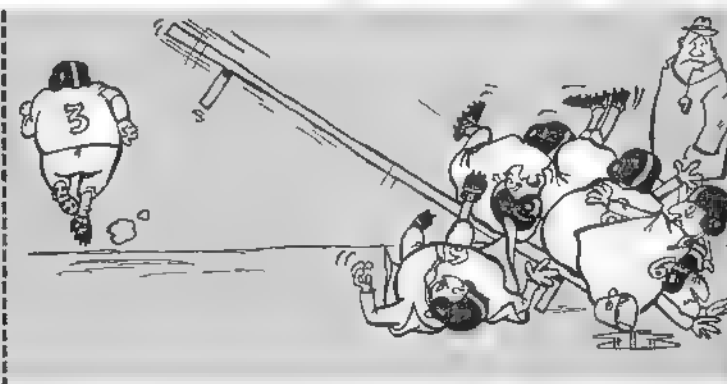
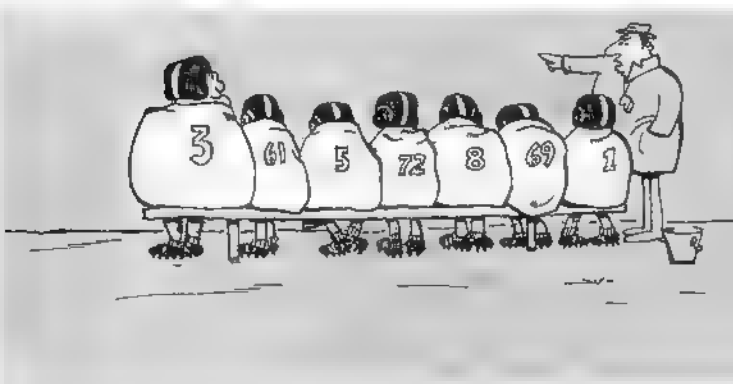
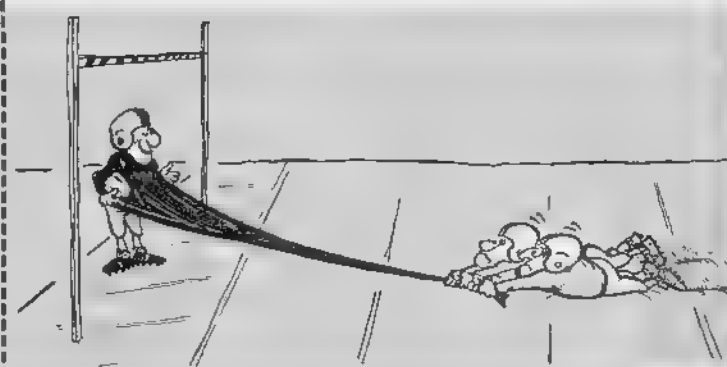


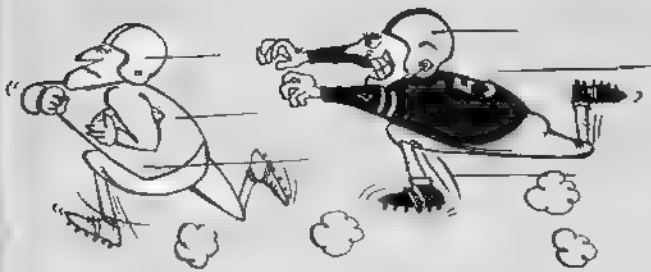
ARTIST & WRITER: SERGIO ARAGONES



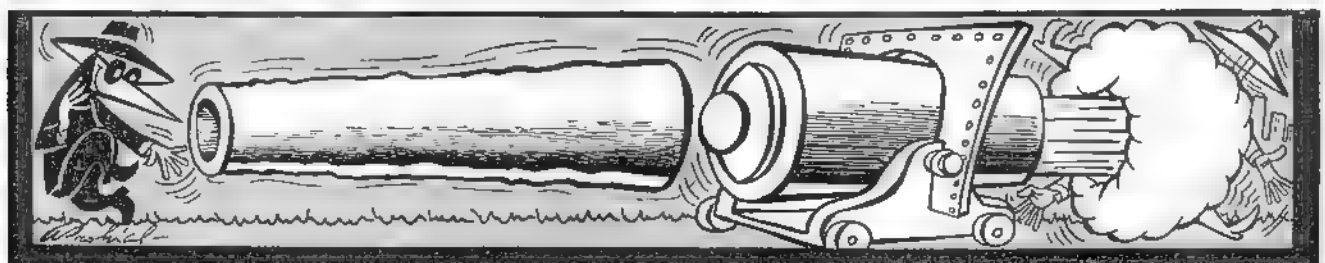
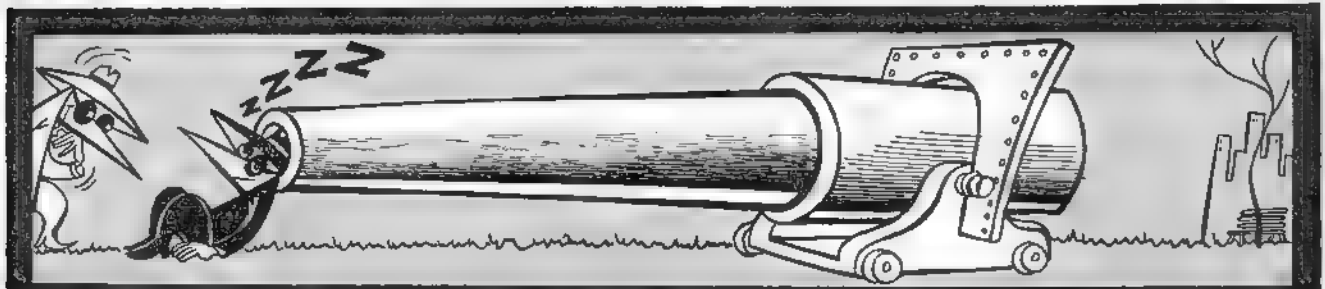
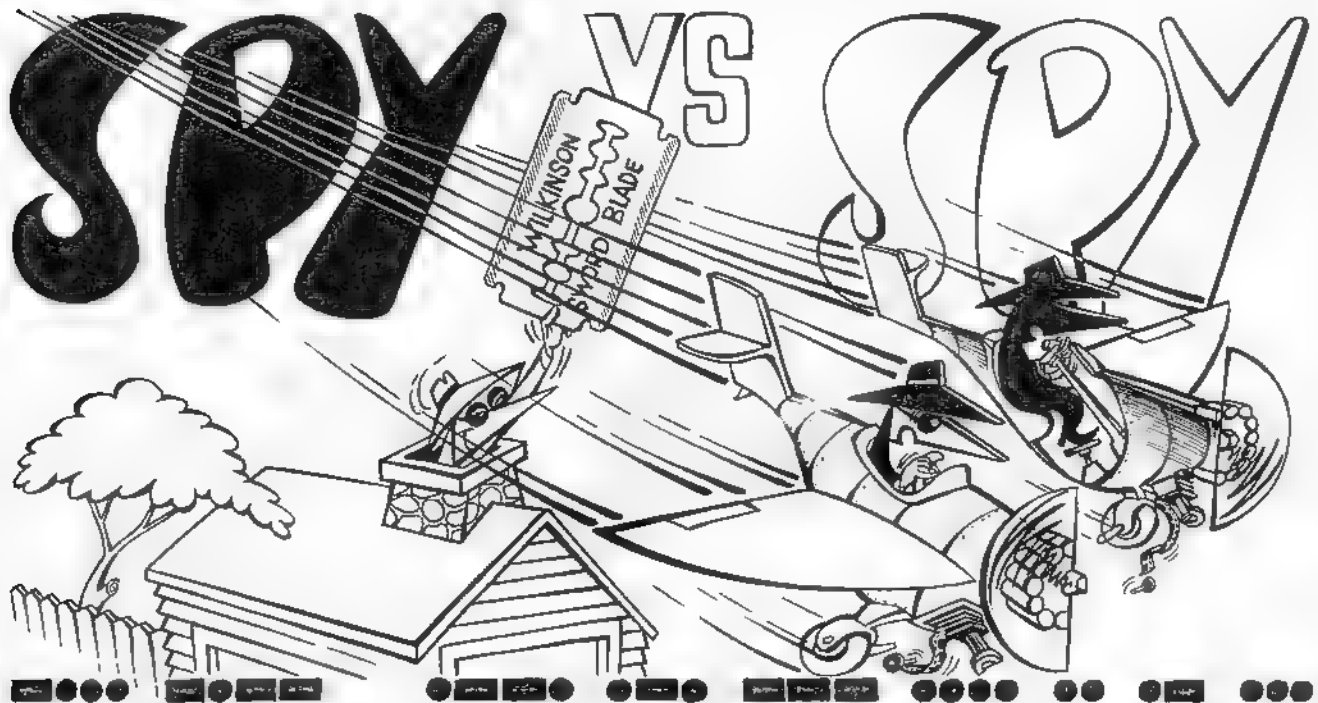
was published, now takes his satirical pen in hand and brings us this humorous appraisal of our quaint "Fall Saturday Afternoon Sports Spectacles". Here is:

AT FOOTBALL





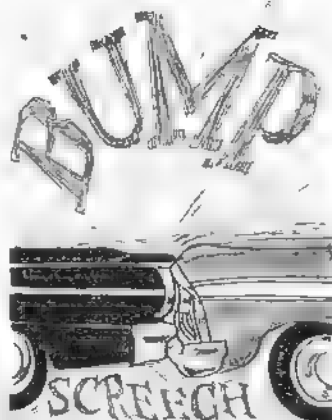
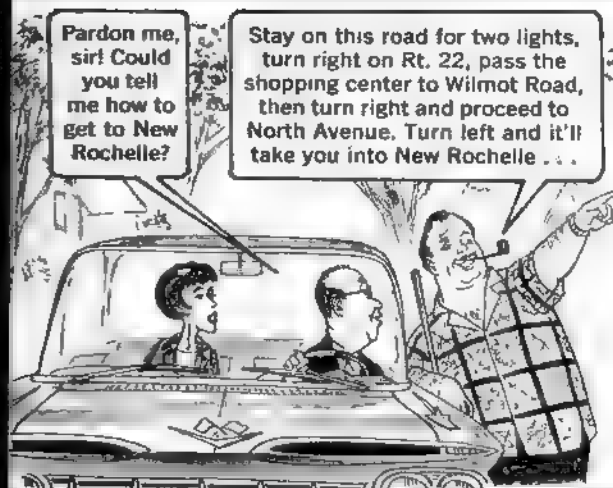
Here's another installment of that friendly rivalry between the man in black and the man in white, both dedicated to the "cause" . . . of outwitting each other as-



BERG'S-EYE VIEW DEPT.

When it comes to "Driving"—Dave Berg is a master! He drives his wife to distraction . . . his kids to a frenzy . . . and his editors to drink! Therefore, it is only natural that he come up with an article to drive all you readers crazy . . . namely this look at . . .

THE LIGHTER SIDE OF





CAR OWNERS

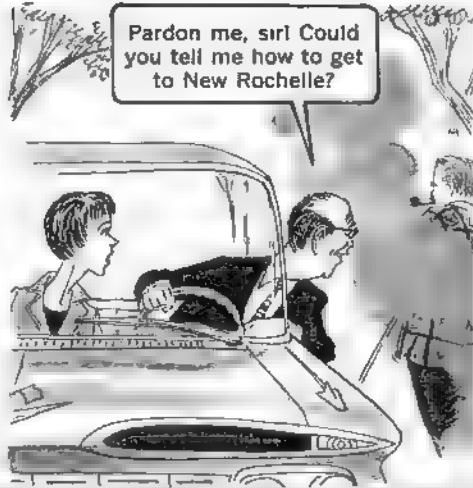
WRITER & ARTIST: DAVID BERG

No—I'm sure he said turn right here!

It's no use! I'm hopelessly lost! I'd better ask for directions again!



Pardon me, sir! Could you tell me how to get to New Rochelle?



You asked me that same question twenty minutes ago! Now, listen good this time . . . STUPID!!



Get a load of Charley, there! Polish, polish, POLISH! That's all he ever does is polish that new car of his!

Yeah! I never see him drive it—just polish it!



Hey! Look! He's getting into the car!

You mean he's gonna drive it? I don't believe it!



HEY, CHARLEY! WHERE YOU GOING . . . ?



INTO TOWN—TO THE HARDWARE STORE! I RAN OUT OF POLISH!



Here's a real beauty! It's practically a new car! Just broken in! It's only got 11,000 miles on it . . .



Why do you kick the tires?

Because guys who know about used cars always kick the tires! I don't want the dealer to think I'm a boob, and take advantage of me!



You can always tell a boob who doesn't know anything about used cars if he kicks the tires! Watch me take advantage of him!



Darn it! I haven't any change for the parking meter!

Pardon me, Mister! Can you break a dollar for me!

Sorry!

Ma'm, could you break a dollar for me?

No, I can't!

Officer, could you break a dollar for me!

Sure! Just as soon as I finish writing out this parking ticket for you!



Good morning, sirl You'll find nice clean rest rooms to the rear! I'll clean your windshield meantime ...

Er—ah—but—

Your left front tire needs air! I'll take care of it! Perhaps you can use some road maps? Help yourself while I check your oil ...

Thanks, but ...

Your radiator water is a little low! So is your battery! I'll fill them! Now—high test or regular—and how many gallons please?

Er—ah—no gas, thanks!

I—heh—heh—really only came in for directions! How do I get to the—gulp—nearest Gulf Gas Station! I—choke—have a credit card there ...



All right, kids! I want you to sit quiet and behave yourselves! We're driving down to visit Uncle George who lives in New York City! That's about 40 miles from here, and will take over an hour to get there!

Are we there yet, Daddy!

Yeah! We wanna be there!

We've only gone about two blocks from the house!

Are we there yet, Daddy?

Yeah! We wanna be there!

We haven't even gotten on to the parkway yet!



Mmmmm! What a delicious aroma!!

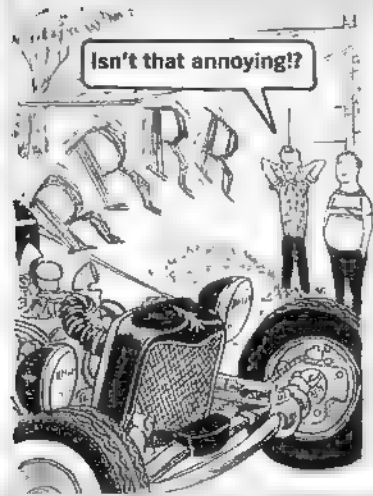
It's one of the most pleasant smells I know!

As I inhale its fragrance, it conjures up memories of luxury and lush living!

Yeah, there's nothing like the smell of a charcoal broiled steak!

NO, STUPID! I'M TALKING ABOUT THE SMELL OF OUR NEW CAR!





Isn't that annoying!?

It's my neighbor's kid! He's one of them hot rod nuts! He drives around without a muffler! What a racket!



You think you got troubles? Get a load of my neighbor and his car!



What's the matter with it? I can hardly hear the motor! He's got a shiny, brand new latest model expensive car!



That's what I mean! Isn't that annoying!?



Oh! I see you've had seat belts put in your car!



They're not very comfortable, are they?



Especially the buckle! It hurts!!



Try putting the seat belt around you instead of sitting on it!



When are we gonna be there, Daddy?

Yeah! we wanna be there!

Soon, kids! Very soon, now! We're about halfway there! Just have patience!



Okay, kids! We're here!!

When are we going home, Daddy?

Yeah! We wanna go home!



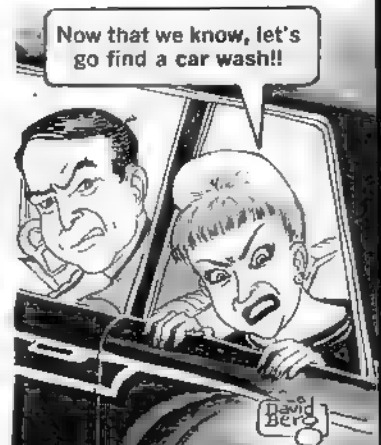
There's a dog chasing our car! I hate it when they do that!

What would a dog do with a car if he ever caught it?

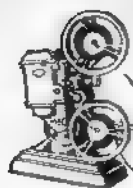


Maybe drag it off and bury it—like a bone!

Very funny! Let's stop the car and see what he'll do!



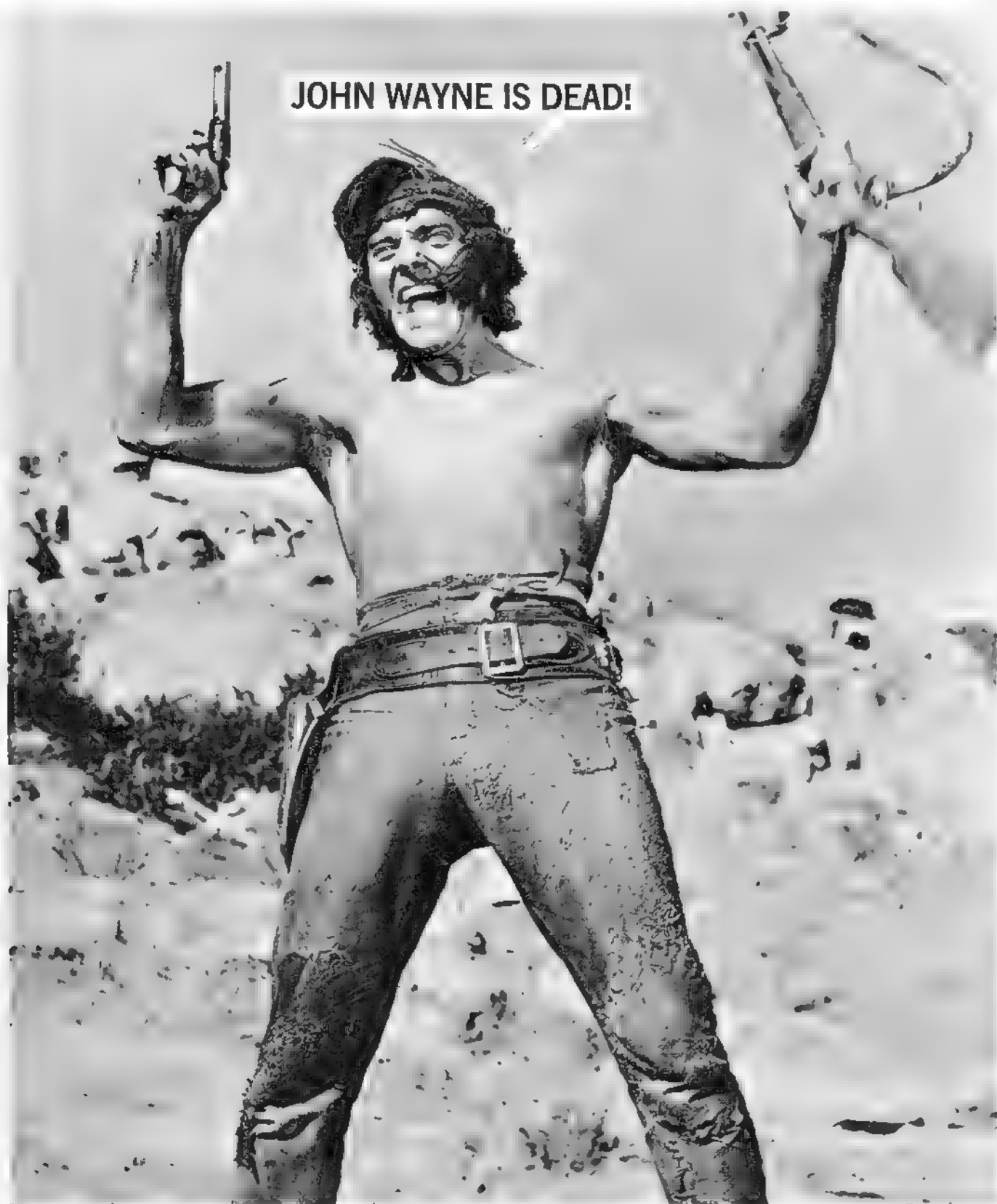
Now that we know, let's go find a car wash!!



HOLLYWOOD DEPT.

Scenes We'd Like to See

JOHN WAYNE IS DEAD!



36

WRITER: HARRY PURVIS



LABOR PAINS DEPT.

Among other things, Labor Unions today have their own doctors, their own housing developments, and their own vacation resorts. But we bet you didn't know they also have their own Field Manual. Well, they do. We found a copy outside a Union Headquarters not too long ago. And since we were exhausted from walking up and down 30 flights of steps because of an elevator operators' strike, and since we were weak from starvation because of a milk deliverers' strike, and a meat cutters' strike and a waiters' strike, and since we had nothing else to read because of a newspaper typographers' strike, we flopped down on a curb stone and perused

THE LABOR UNION MANUAL

TOP SECRET



**A HANDBOOK OF CLASSIFIED INFORMATION
RESTRICTED TO UNION MEMBERS ONLY**

ARTIST: WALLACE WOOD WRITER: LARRY SIEGEL





INTRODUCTION

A MESSAGE FROM THE PRESIDENT OF THE AMERICAN ASSOCIATION OF LABOR

Fellow Union Members:

Not too long ago, before Unions came into existence, Labor was ruthlessly exploited by Management. We were at the employer's mercy, and had to work long hours for pitifully low wages. Labor was helpless. This was undemocratic.

Now that Labor is Unionized and strengthened, a wonderful change has taken place. Namely, now Management is ruthlessly exploited by Labor. The employer is at our mercy, and we work short hours for ridiculously high wages. Management is helpless. This is true democracy.

Today, we can be justifiably proud of our accomplishments. But at the same time, we must not allow ourselves to grow complacent. Management is waging a never-ending battle against us. Somewhere on his \$250,000 estate, the greedy President of General Motors is plotting and scheming. What is he plotting and scheming about? I'll tell you. He's not satisfied with his \$250,000 estate. He wants more, more, *more!* He wants to be able to afford a larger, \$350,000 estate . . . like mine!

What has all this got to do with an introduction to a Labor Union Manual? Frankly, very little. I just want to prove that the average Union Leader of today is no longer an uneducated, unsophisticated slob—like many of us were in the old days. I dress superbly, I am suave, and as you can see I have a beautiful vocabulary. I never allow myself to slip back into my sloppy speech habits of the past, when I was a fighting, brawling Longshoreman.

Onward with Labor—and God bless youse all.

Tough Tony Culpepper II

P.S. Carry this manual with you at all times, and study it religiously at least 4 hours every day . . . preferably on company time.

CHAPTER 1

THE FOUR BASIC KINDS OF UNIONS

Why are Unions so important to the well-being of Workers?

IN UNIONS, THERE IS STRENGTH, IN UNIONS THERE IS PROGRESS,

IN UNIONS THERE ARE FORCES FOR DEMOCRACY AT WORK!

Why are Unions so important to the well-being of Union Leaders?

IN UNIONS, THERE ARE DUES!

There are four basic kinds of Unions which supply these dues:

UNSKILLED LABOR UNIONS



These Unions are made up of people with no particular or important skills. The members include ditch-diggers, garbage men, street cleaners, messengers, porters and Rock 'n' Roll recording stars.

SKILLED LABOR UNIONS



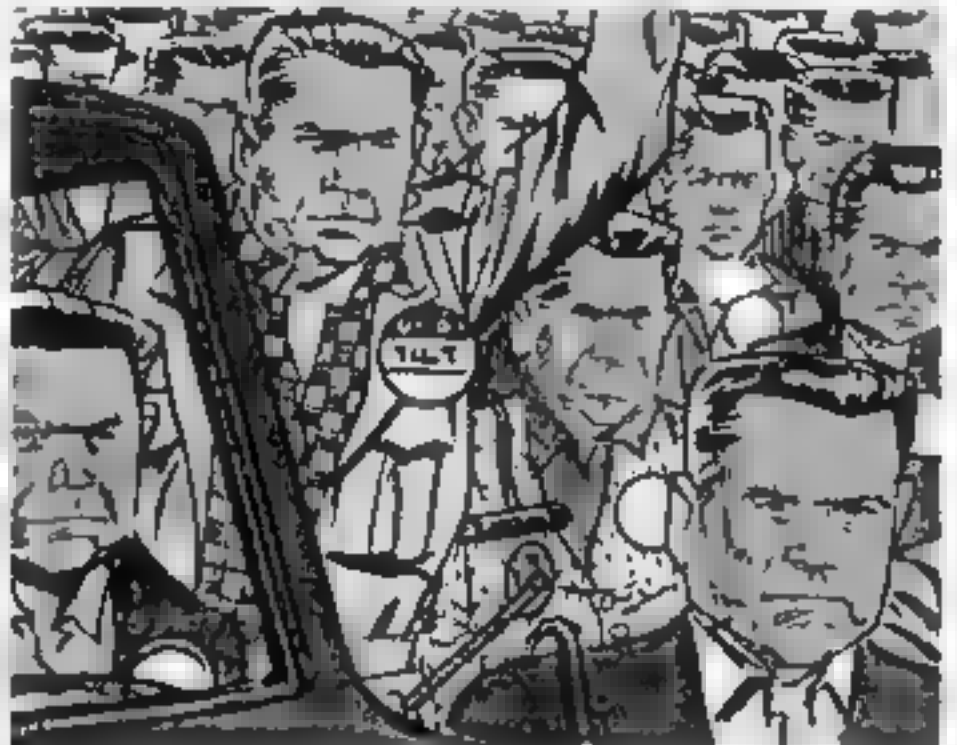
These Unions consist of skilled workers such as electricians, typographers and carpenters. They are very Democratic Unions. Anybody can join these Unions. As long as you're the son of a member.

WHITE COLLAR UNIONS



These Unions consist of the nice clean people with the nice clean office jobs, including clean ambitious brown nosing secretaries, nice well-dressed office spies, sweet shy embezzling bookkeepers, and knife-in-the-back junior executives.

THE TEAMSTERS UNION



This Union consists of all workers who don't fit in the other type Unions, and many who even do. This is a very strong Union. There is only one other Union in the world with more power and gall than the 'Teamsters' Union—the Soviet Union!

CHAPTER 2

COLLECTIVE BARGAINING

Whenever a Union has a grievance against Management, the only way to settle it is to sit down together and, through "Collective Bargaining", arrive at a fair and equitable solution. Here are some examples to show how Unions make use of "Collective Bargaining".

1 Management shows a profit of: **\$1,000 FOR THE YEAR.**
So the Union demands: **A \$1 AN HOUR INCREASE FOR ALL EMPLOYEES.**
How much would this cost Management?: **\$1,000,000.**
What would this give the Union?: **\$1 AN HOUR MORE FOR ALL EMPLOYEES.**
What would this leave Management?: **NOTHING.**
Management makes a fair compromise offer of: **50¢ AN HOUR.**
THE UNION MAKES A FAIR COMPROMISE OFFER OF ITS OWN.
The Union's fair compromise offer: **A STRIKE!**

2 **THE UNION HAS BEEN ON STRIKE SIX MONTHS IN AN EFFORT TO GET MANAGEMENT TO INCREASE WAGES \$15 A WEEK PER MAN.**
Management offers: **A \$10 A WEEK INCREASE PER MAN.**
The Union asks for: **A \$12 A WEEK INCREASE PER MAN.**
Union and Management settle for: **AN \$11 INCREASE.**
What does the Union do next?: **GOES ON STRIKE FOR ANOTHER INCREASE.**
Why?: **TO MAKE UP FOR WAGES LOST DURING THE SIX MONTH STRIKE.**
How long does this Merry-Go-Round go on?
IF WE PLAY OUR CARDS RIGHT, FOREVER!

3 **THE UNION WANTS A 30-HOUR WORK WEEK, A BETTER PENSION PLAN AND A SIX-WEEK-PER-YEAR PAID VACATION.**
Management offers: **A 30-HOUR WORK WEEK, A BETTER PENSION PLAN, AND A SIX-WEEK-PER-YEAR PAID VACATION.**
What does the Union do?: **GOES ON STRIKE.**
Why?: **JUST TO KEEP IN PRACTICE!**



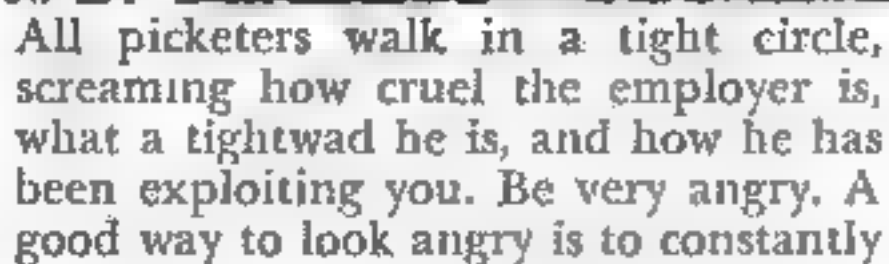
Here is a typical man-operated elevator of the past. The elevator operator was paid \$2.00 an hour to run it. But with automation taking over, the Unions have tackled the problem realistically: New jobs in new businesses will have to be found for displaced workers like these.



Here is the same elevator, which is now self-service. Thanks to a strong union, the same operator still rides it. Now, he is paid \$2.00 an hour to watch the passengers press their own buttons—an example of how displaced elevator operators are going into the watch business.

A—How To Picket

THE CLOSED-RANKS CIRCLE



remind yourself that you don't work at this place, that you never even met the employer, and that you were pulled out of a nice warm home by your "Local" to do picket duty here in the lousy rain.

This is the "sympathy approach". A lone picketer walks back and forth looking forlorn and oppressed by Management. A sad face is effective here (also a few tears will help). A good way to look

sad is to keep reminding yourself that the strike may be settled soon, and the salary you'll be making won't be nearly as much as the strike pay you've been getting from your wealthy Union "Local."

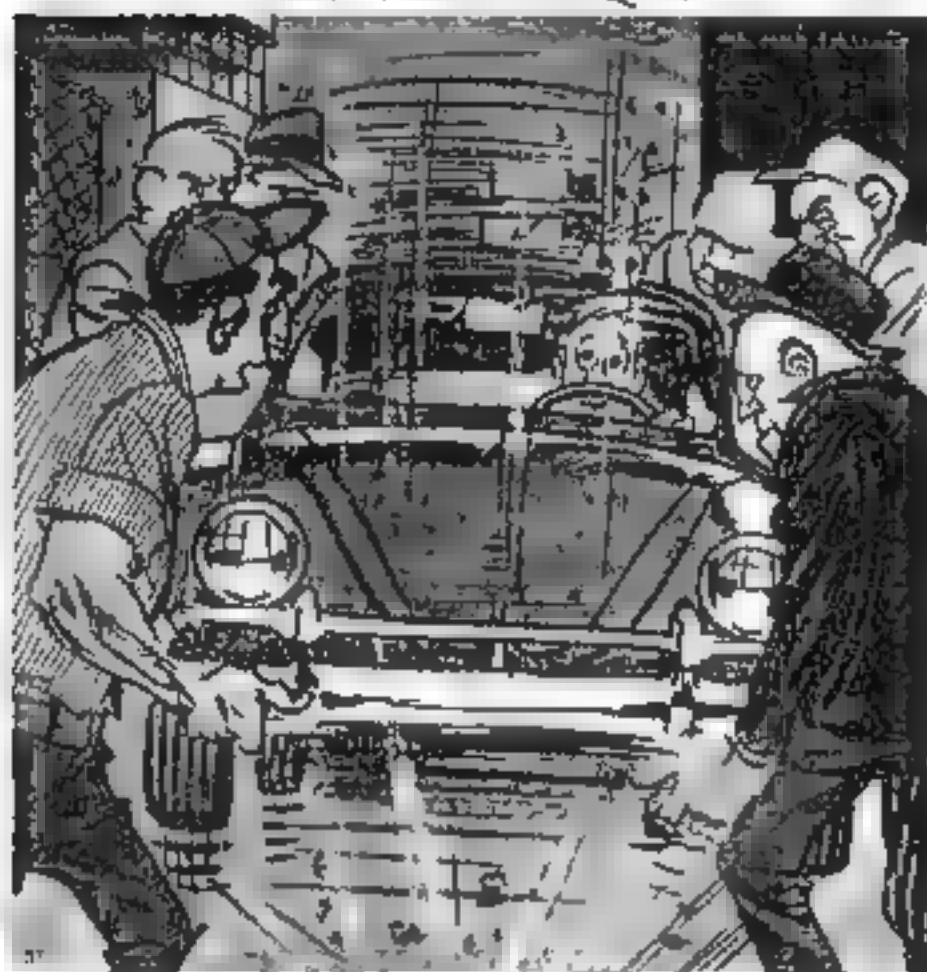
B—What To Shout While Picketing

SHOUT	USUAL EFFECTIVENESS OF SHOUT
"This place is unfair!"	Good, but overused by most picketers.
"Pass 'em by!"	See above comment.
"#\$%&/'!#\$%&/'!#\$!"	See above comment.
"Who said Lincoln freed the slaves?!"	A bit intellectual, but better.
"The Boss is a Fink!"	Very effective—unless the Boss's name happens to be "Fink".
"Keep Cool With Coolidge!"	Excellent! Shows that you're losing your mind because of terrible working conditions.

C—How To Handle Strike-Breakers

When a Union is picketing a plant, it is un-American for *anybody* to cross the picket line and try to enter the premises. Here are two simple but patriotic ways to handle potential strike-breakers:

THE BOUNCY-BOUNCY CAR TECHNIQUE



If strike-breaker comes to gate in car, all picketers grab car and start bouncing it up and down. Then turn car over, smash windows, and drop match into gas tank. If driver *still* insists on going in, *threaten violence!* He has no business going into plant during a strike. He is probably a no-good rotten "scab."

THE BOUNCY-BOUNCY MAN TECHNIQUE



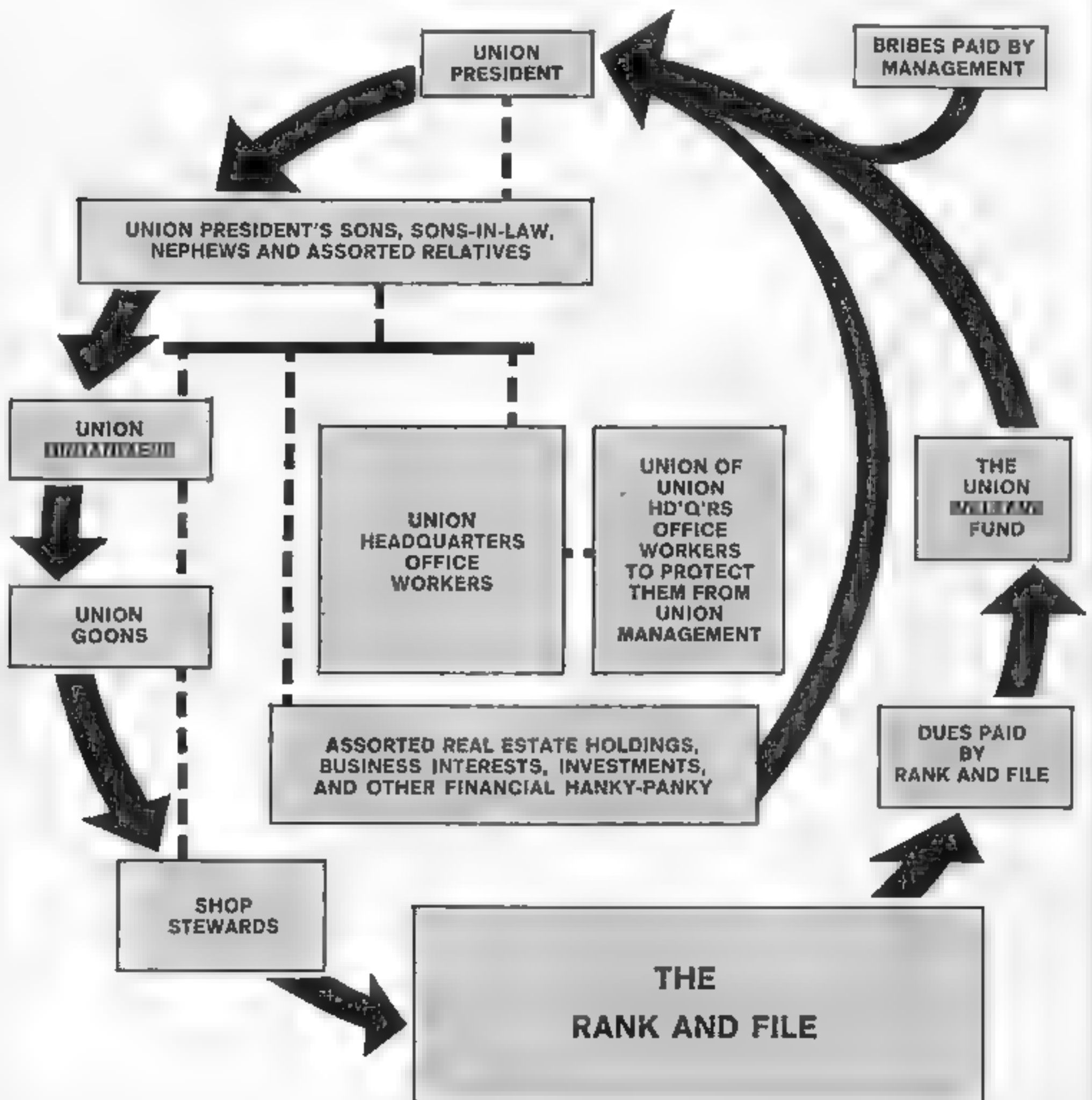
If strike-breaker comes to gate on foot, all picketers grab him and start bouncing him up and down—preferably on hard concrete surface. Then continue to work him over as if he were a car (SEE THE PREVIOUS PANEL). He has no business going into plant during the strike. He is probably the no-good rotten "owner."

CHAPTER 4

KNOW YOUR UNION

The chart below shows the “Chain of Command” of a typical Union:

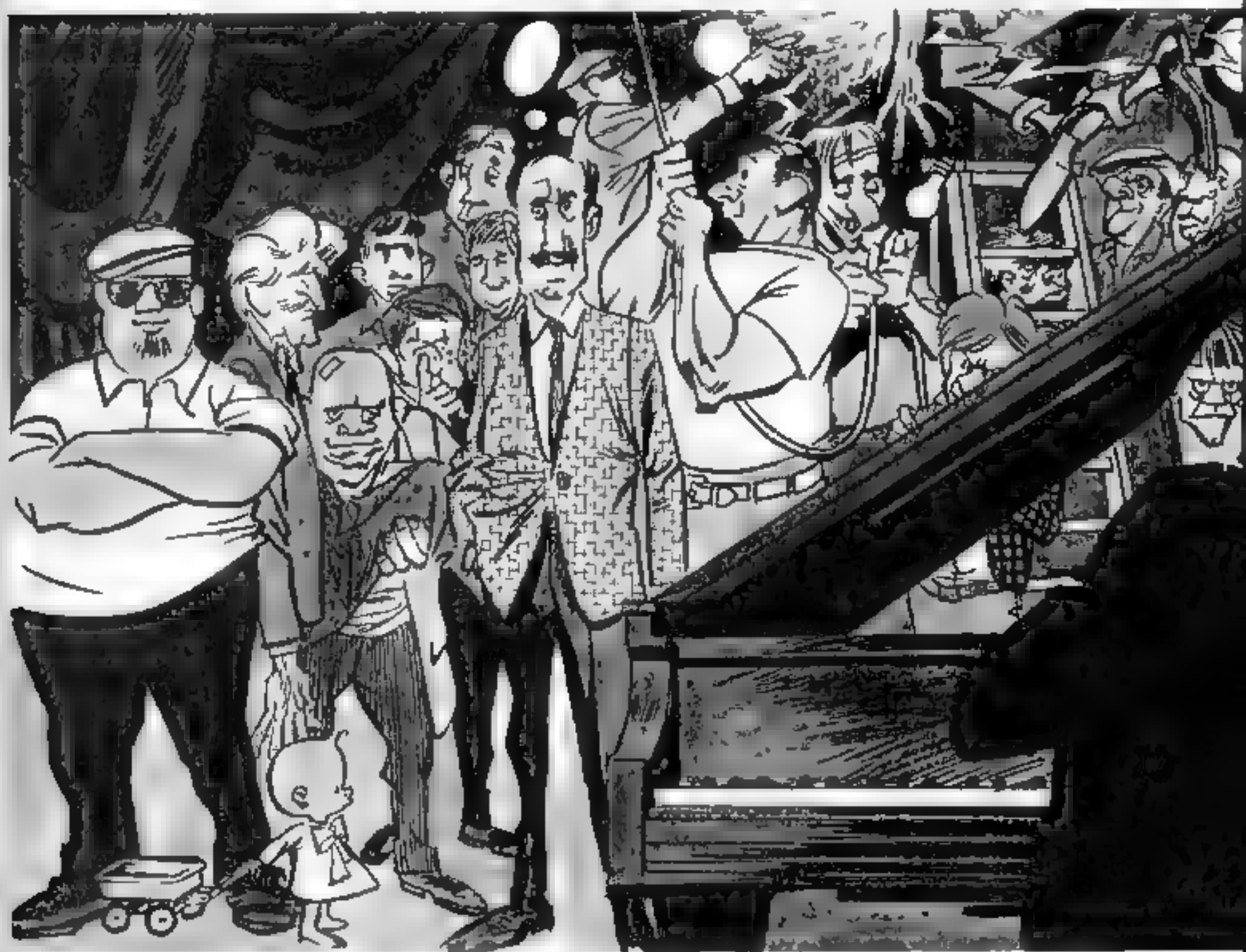
The dotted lines show the efficient flow of authority, and the black arrows show the efficient flow of disappearing funds.



CHAPTER 5

YOUR UNIONS IN ACTION

One of the basic aims of Unions is to keep as many men employed as possible, regardless of the importance or necessity of their work. This is a practice which is carried out most admirably by the tremendous numbers of high-paid



BREAKDOWN OF UNIONS

GROUP I—Left to right
Piano Movers Union
Piano Stool Movers Union
Piano Tuners Union
Piano Tuner Movers Union
Piano White Key Cleaners Union
Piano Black Key Cleaners Union
Piano Crack Between-The-Black-And-
White-Key Cleaners Union
Standby Trombone Cleaners (In Case
Pianist Should Suddenly Switch
Over To That Instrument) Union
Trombone Tuners Union
Trombone Tuner Movers Union

GROUP II—Left to right
Curtain Cord Pullers Union
Knot Removers From Curtain Cords Union
Knot Makers In Curtain Cords So Knot
Removers Will Have Something To
Do Occasionally Union
Backstage Electricians Union
Backstage Light Bulb Replacers Union
Backstage Light Bulb Shakers To See If
Filaments Are Broken And Bulb Has
To Be Replaced Union
Backstage Electrician Shakers To See If
Electrician Has Died And Has To
Be Replaced Union

but thoroughly useless Broadway Stagehand Unions. Here is a backstage shot taken at the Dick Foran Theater following a one-man performance by comedian Victor Borge, showing Union Workers that must be hired for each performance.



REPRESENTED ABOVE

GROUP III—Left to right

Chair Movers Union

Table Movers Union

Explainers To Chair And Table Movers
The Difference Between A Chair
And A Table Union

Alarm Clock Setters To Keep Chair And
Table Movers From Falling Asleep
Union

Alarm Clock Setters To Keep Alarm Clock
Setters Who Keep Chair And Table
Movers From Falling Asleep, From
Falling Asleep Union

Alarm Clock Winders Union

GROUP IV—Left to right

Make-Up Men In Charge Of Patting Star's
Face But No Lower Union

Make-Up Men In Charge Of Patting Star's
Shoulder But No Higher Union

Neck Patters Union

Yes-Men In Charge Of Making A Circle
With Forefinger And Thumb To Tell
Star How Great He Was Union

Backstage Dust-Blowers Union

(This is a dock worker who got the
job for no other reason than to
prove to Management how powerful
The Longshoremen's Union is)

CHAPTER 8

FUTURE GOALS OF THE LABOR MOVEMENT

Following is only a partial list of the wonderful goals that Organized Labor hopes to attain in the near future:

- To Unionize ALL workers in the nation, and to see to it that those who refuse to join Unions **DON'T WORK!** In this way, workers will help Labor fight the cruel, dictatorial practices of Management.
- To set up a minimum wage standard of \$50 an hour for workers—with a lot higher wage rate for *skilled* labor.
- To cut the work week to 4½ hours in order to give Union members more free time to spend with their safety deposit boxes.
- To set up a system of free medical care, hospitalization and retirement benefits for valets and butlers of Labor Union Leaders.
- To strike defense plants only under the following two circumstances:
When there is no national emergency—and when there is.
- To provide decent working conditions, liberal pension plans, and fair take-home pay for all Bosses, regardless of race, creed or color.



CHAPTER 7

THE WONDERFUL, GOD-GIVEN RIGHT TO STRIKE

TOO OFTEN THESE DAYS, Management is heard to complain about unnecessary and costly strikes by Labor. This is sheer stupidity and selfishness on their part. There are *no* unnecessary strikes! All strikes are fair and healthy for the economic structure of the nation. On this page, and the remaining 167 pages that follow, we would like to explain the tremendous importance of strikes, and show how they are helping to etaoinshrdlu

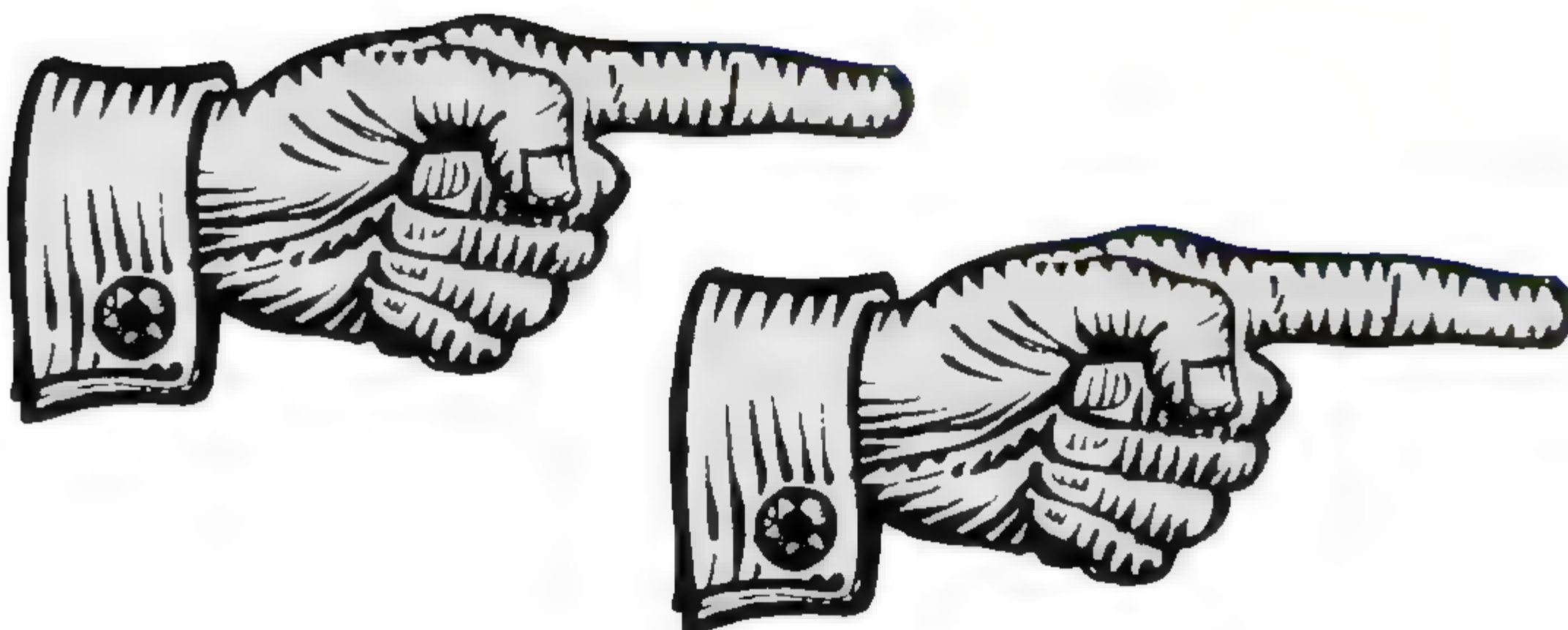
DUE TO A SUDDEN, UNNECESSARY AND COSTLY
STRIKE BY THE LABOR MANUAL TYPOGRAPHERS
UNION, AND THE LABOR MANUAL PRINTERS
UNION, WE ARE UNABLE TO COMPLETE THIS
HANDBOOK

FURNDON RUBBER STAMP CO



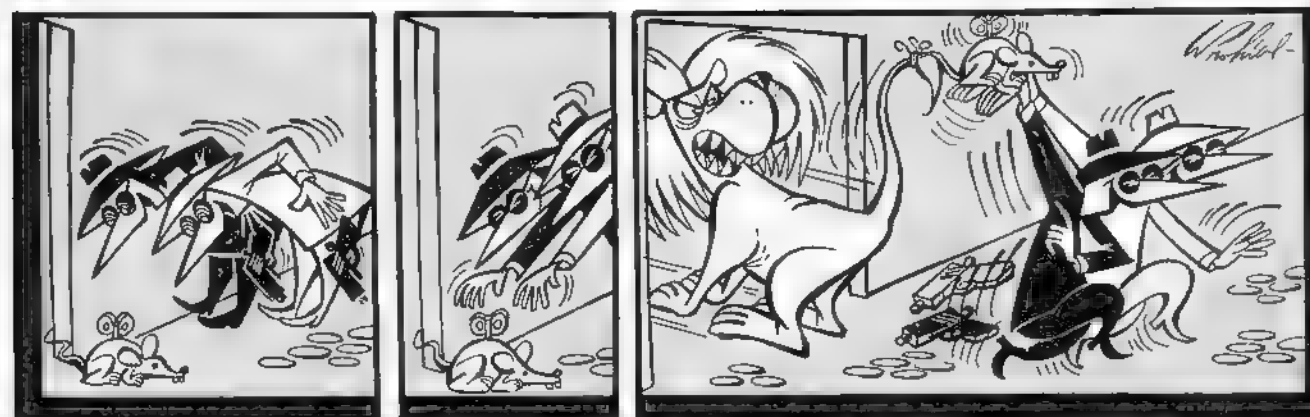
Nothing to see here!

Please skip ahead.



And now, Mr. Prohias offers another installment in his contention that truth is never all black nor all white—but merely shades of gray. He calls it . . .

SPY VS SPY VS SPY





RULE NUMBER ONE

ARTIST: JOE ORLANDO



How many times must I tell you...
DON'T JUMP ON THE BED!!



MEANWHILE, BACK AT THE RAUNCHY-DEPT.

In the old "Juvenile Western" movies, the hero was always handsome, clean-living, and 100% good! He usually packed a gun—and a guitar! With the gun, he shot villains—and with the guitar, he serenaded his one love . . . his horse!



Then came the "Adult Western" movies. The hero was still handsome—but he was only 95% good! The 5% bad resulted from an unhappy childhood. He packed a gun, but no guitar! Guitar music gave him migraines! His mother had played one!



Today, with the growing influence of "Foreign Films," and the increased sophistication of the American movie-going

public, a new kind of "Western" movie has burst upon the scene. The first example of this new trend is called . . .

"HOOD"!

ARTIST: MORT DRUCKER
WRITER: LARRY SIEGEL



THE "SICK" WESTERN MOVIE



Let's see—You wrecked the diner, beat up seven kids, cracked up four cars, stole pencils from a blind man, and now you're running off with the wife of the Governor of Texas! What's wrong with you, anyway?

Well, I only work a half day on Sundays! I'll do much better tomorrow!



Hi, Mr. Bunron! Can Hood come out and break some more Commandments with us?

He's having dinner! Besides, nine in one day is plenty!

Only nine? Which one did he miss?

"Honor Thy Father and Thy Mother!"



Hood—Hood—What's going to become of you? You treat everyone like dirt!

Aw, shut your big fat mouth, Paw!

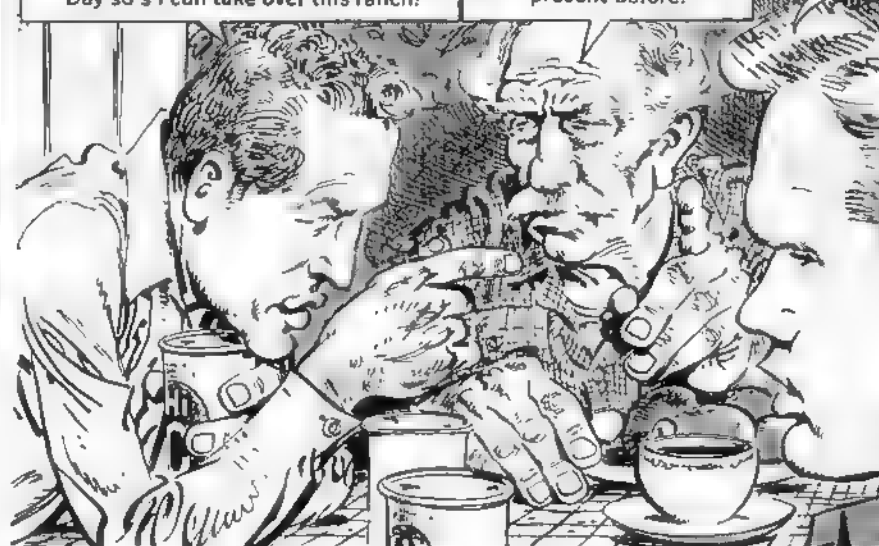
That's ten!



I gotta eat fast so's I can go see my lawyer about havin' you committed to the Crazy House next Father's Day so's I can take over this ranch!

Maybe there's hope for you yet, Hood! You never gave me a Father's Day present before!

Hey, pass them old potatoes!



Is that how you ask fer somethin', Len? If you wanna grow up t'be like me, ask like I taught you!

Hey, pass them old potatoes before I kill you!

Tha's better!



I'm crazy about you, Elmer! I'm nuts about you, Elmer! I wanna make love to you, Elmer...

So stop beating me up already, and MAKE love!

I AM making love! This is the WAY I make love! Later, I'll beat you up!



Uncle Hood, you are my ideal! I wanna be jus' like you when I'm older! That's why I'm goin' out with a girl tonight!

Hey, kid! Maybe you'll wanna park somewhere an' get in a little lovin'! Here—here's the key to my closet! You kin borrow my club!



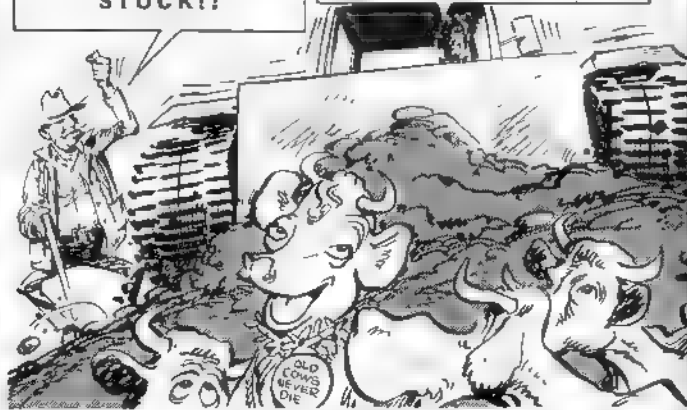
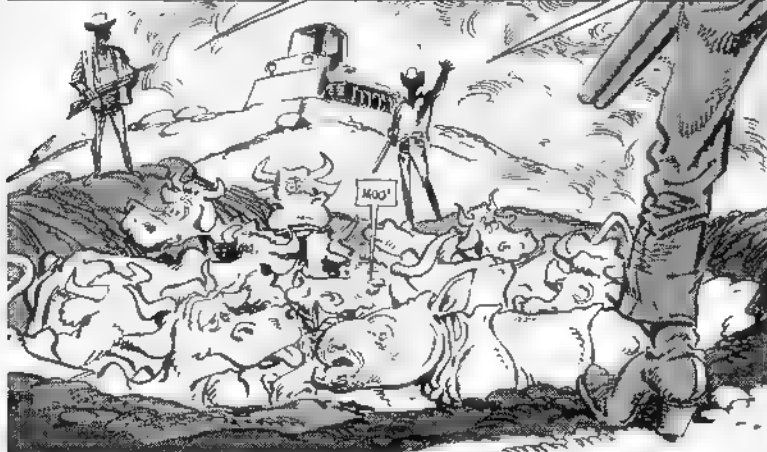
NUDIST CAMP

Hood, our cattle have Foot and Mouth Disease! We got orders from the Government to kill 'em all, so we've rounded 'em up in this big pit, and now we gotta shoot 'em! Ready ... ?

No! No! Wait! We cain't shoot 'em! It'd be a waste—a terrible waste!

By George, there's hope for you yet, Hood! So you cain't bring yourself t' shoot them critters 'cause it'd be a terrible waste of good prime STOCK!?

No! I cain't bring myself to shoot them critters 'cause it'd be a terrible waste of a good opportunity! As long as we got 'em in this pit here ... **LE'S BURY 'EM ALIVE!!**



I'm leavin' here, Hood! I cain't bear spendin' another day under the same roof with a heel like you!

That's okay with me, Elmer! I'll be burned if I'll put on another roof jus' so you'll stay!!



I'm leavin' here, Hood! Mainly ... I'm ... dyin'...

That's okay with me, Paw! Don't let me rush you!

Hello ... Sam's Undertaking Parlor ... ?



I'm leavin here, Hood! I won't let you ruin me, too! There mus' be some other way of livin'—a decent way!

That's okay with me, Len! An' if you find it, do me a favor! Don't tell me!!



Well, folks! Elmer's gone, an' Paw's gone, and Len's gone ... an' I'm all alone! I hope you get the moral of this here "Sick" Western!

Mainly, now that I got the ranch, an' I jus' struck oil, an' I'll have all the money an' beautiful women an' booze I want, do you think it'll make me happy?

YOU'RE DARN RIGHT IT WILL!!



THE FIRE at the ART MUSEUM



DO YOU HAVE A WELL-GROOMED MIND?

**WELL, NOT US!
MAINLY BECAUSE—**

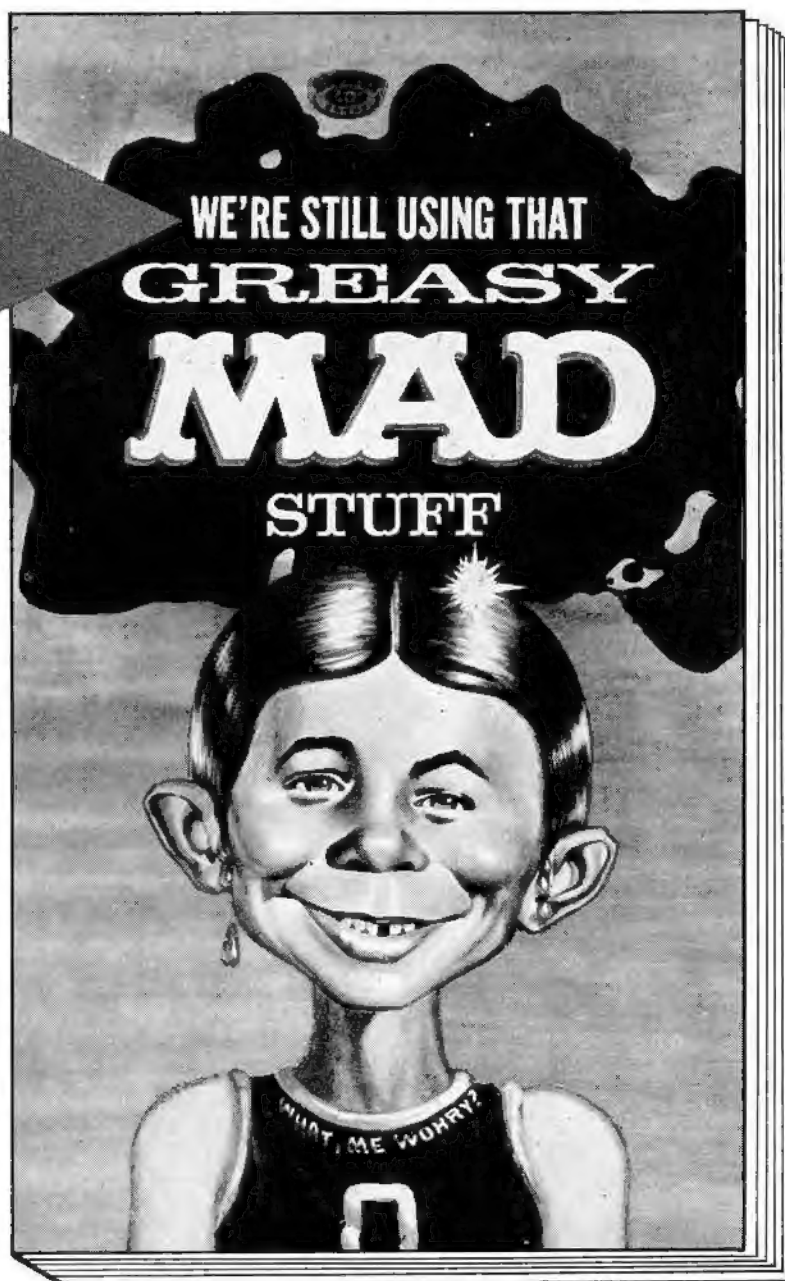
DON'T LET THE TOP BRASS
ON MADISON AVENUE
COMMAND YOUR THINKING!

★
HOW VITAL-IS KEEPING
YOUR BRAIN NEAT ALL DAY?

★
SHOW OFF YOUR
WILD ROOTS, CHARLIE—
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Newsweek

A MAD SATIRE COVER FOR CAMOUFLAGE PURPOSES

PHOTOGRAPHY BY LESTER KNAUS
POSED BY OSCAR JORDAN, MEMBER A P T N A

"This We Bury First!"
—Nikita Khrushchev



YOU'LL GET A BANG
OUT OF
THIS ISSUE OF
MAD

MEMO FROM
MAD

THIS ALTERNATE BACK COVER ESPECIALLY DESIGNED
FOR THOSE TOO ASHAMED TO BE SEEN WITH GARISH,
SHOCKING FRONT COVER! NOW PEOPLE WILL THINK
YOU ARE READING INTELLECTUAL "NEWS" MAGAZINE!



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